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# Inside DALLAS

#### Complete Contents on Page 13

The graphic arts in Dallas provide the theme for this month's issue. While only one of the many rapidly expanding phases of the Dallas economy, graphic arts means much to the city. Articles in this issue of DALLAS point up this growth and its significance.

Dallas has become the regional management center for Federal activities in the Southwest. The story of the developments which brought this about and a description of the Federal Community in Dallas today are included in an article in this month's issue.

Discussion on the current state of the economy, now being heard on all levels, prompted the Dallas Chamber of Commerce to take a special look at the Dallas economy. Using economic indicators normally measured at only mid-year and year's-end, the Chamber has prepared a special "Interim Report on The Dallas Economy" for DALLAS.

Advertising Week in Dallas is described in two articles in this issue. Coinciding with the graphic arts theme, these articles provide an inside look at the activities of an important Dallas industry.

On the cover is a photograph from the Downtown Dallas advertising campaign depicting the growing Dallas market.



Volume 40

Number 3

DALLAS is published monthly by the Dallas Chamber of Commerce, Dallas 1, Texas. Second-class postage paid at Dallas, Texas. Subscription \$5 a year outside Metropolitan Dallas.

# Going for Grand Champion Beef at the . . .

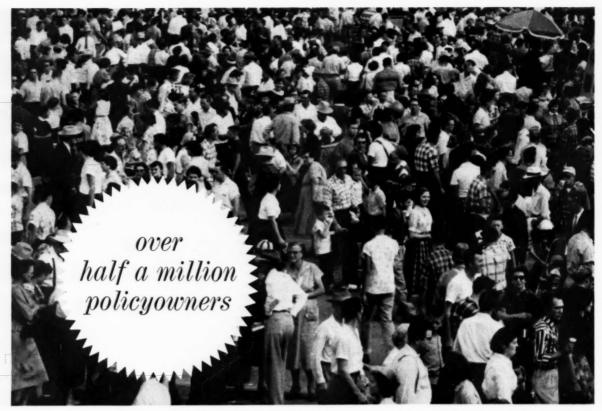


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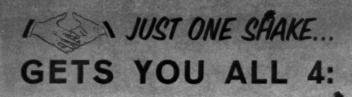
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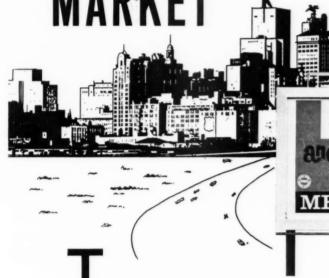
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PROFUSION of pioneers in the Dallas graphic arts industry show Aup in the above 1904 photograph loaned by Albert Walraven Jr. from their family album. Included are J. T. (6) and W. H. (8) Walraven, founders of Walraven Brothers. Others are Robert Wilmans, Sr. (1), Clayton West (3) of West-Cullum Paper, forerunner of Olmsted-Kirk, Mr. O'Connor (4) of Scarf & O'Connor Paper forerunner of West-Cullum, Col. Holland (9) founder of Holland's and Farm & Ranch, Henry Dorsey, Sr. (10) and Marcus Exline (12) father of Lobdell Exline of Exline-Lowdon. The Walraven Brothers Bindery started in 1903 on Jackson Street. The Brothers had come from Nashville. John T. later left the partnership and the family business continued under William and his sons. In 1909 the firm moved to a site on Commerce Street now occupied by the Dallas Power & Light Co. In 1920, the firm moved to its present location at 1509 Munger Avenue. Today, Walraven Brothers Inc. is headed by Albert Walraven, Jr., third generation, who was elected president in 1948. It operates throughout Texas and Oklahoma specializing in commercial printing, both letterpress and offset, with an ever-increasing growth in its original purpose, the manufacture of County Record Books and all types of loose leaf binders.

#### Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

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1900 The Murray Co. of Texas, Inc.

Carver Cotton Gin Division 1807 Boston Gear Works Division 1880 **Industrial Supply Division 1907** 

First Texas Pharmaceuticals, Inc. In Dallas Since 1903

Hunter-Hayes 1902 Hunter-Haye:

Passenger, Freight and Home

 $1903 \, {}^{
m Wal}_{
m Inc.}$ Walraven Bros.,

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Republic Insurance JUJ Company

Writing Fire, Tornado, Allied Lines, Inland Marine, and Automobile Insurance

**Burton & Wilkin** 

"Insurance Experience that Serves"

Hesse Envelope JUU Company

Manufacturers of Envelopes and File Folders

Moser Co. Realtors

Industrial and Commercial Leases and Sales

Graham-Brown **Shoe Company** 

Manufacturing Wholesalers

Stewart Office JL Supply Company Stationers — Office Outfitters

Koch & Fowler and Grafe, Inc. Consulting Engineers

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#### KATHERINE GAINES

THOMAS J. McHALE Advertising Manager

LOIS MILLS DURDEN Advertising Associate

LOUISE TATE Advertising Assistant

# Dallas

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#### MARCH

#### NUMBER 3

#### ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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#### FIRST NATIONAL BANK IN DALLAS

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DALE MILLER'S

#### WASHINGTON

REPORT



#### Kennedy and Congress

At the annual stag dinner of the White House Correspondents Association recently the guest of honor was the President of the United States, and at an appropriate time during the program he was presented with two lanterns, fabricated in Massachusetts, which were exact replicas of the pair which hung on the steeple of the old North Church and which dispatched Paul Revere on his historic ride. The President rose to accept them, and convulsed his large audience with the wry comment: "The Vice President and I will hang them at the White House-one if by Judge Smith, and two if by Charlie Halleck."

His paraphrase of the one-if-by-landand-two-if-by-sea warning which alerted the colonists to the direction of attack was a subtle reference to his own political beleaguerment, and the symbolism was by no means lost on the gentlemen of the press. The Judge Smith to whom he referred is the crusty old conservative from Virginia, who as Chairman of the potent Rules Committee of the House fought bitterly against the efforts of Administration forces to increase the committee membership and thus dilute its conservative strength; and Mr. Halleck, of course, is the Congressman from Indiana who serves as the rallying point of Republican opposition as Minority Leader of the House.

Messrs. Smith and Halleck thus symbolize much of the opposition to the President's program, Mr. Smith representing the Southern Democrats and Mr. Halleck the Republicans; but the trouble with Mr. Kennedy's lanterns is that they do not offer enough combinations to meet most contingencies. While just one will denote Mr. Smith, and both will signify Mr. Halleck, no provision appears to have been made to identify attacks which are launched from both directions at once, a condition which will likely occur more often than not.

Most of this is conjectural, to be sure, inasmuch as the new session has pro-

ceeded at the leisurely pace which is characteristic of those years in which a new President is inaugurated and a new Congress organized, and few divisive issues have had to be met head-on. One was enough, however, to have ignited both of the lanterns at the White House, and then some. The Rules Committee struggle, eventually decided by a vote of 217 to 212, foretold the probable strength of the coalition which could be brought to bear against certain Administration proposals in the months ahead, and it revealed, too, the intensity of feeling which can be aroused by ideological issues. To what extent such crises will be confronted as the session wears on, only time will determine, but rarely has a line of demarcation between political schools of thought been so sharply drawn on a single issue.

The early weeks of the Kennedy Administration have proved intensely interesting to those of us in Washington, for a number of reasons. To begin with, and irrespective of personalities and partisanship, it has exhibited a youthful exuberance and vitality which had not been too familiar to the somewhat jaded political atmosphere of this Capital city. Its verve is somewhat new to Washington experience, and, being new, is refreshing, whatever else may be said of the practical considerations toward which its enthusiasms are directed. The young President himself has proved to be gregarious and almost ubiquitous, popping in and out of parties and offices at the slightest provocation. And this behavior was unexpected, since as a Senator he could never have been described as a social extrovert.

The bouncy performance at one end of Pennsylvania Avenue has provided an interesting contrast to the leisurely pace in evidence at the other, and since political activities both at the White House and on Capitol Hill are regularly projected before the people the composite picture is confusing. How rapidly the Kennedy program is moving ahead thus depends primarily

on the direction in which you are looking. If your attention is focused on one end of the Avenue you get the impression of speed and drive, but if it is concentrated on the other you behold a tableau of studied deliberation. Taking both situations into equal account, therefore, the Kennedy Administration can perhaps best be described as a star performer warming up spectacularly on the sidelines, but not yet getting into the game.

The contrast between the attitudes of the White House and Capitol Hill is especially noticeable this year because of the Administration's youthfulness and the freshness of its approach, but it is always apparent in a change of government. The answer no doubt lies in the fact that an Administration is susceptible to a complete change every four years, while Congress is in effect a continuing body, with holdover members always outnumbering the new-comers among them. Thus the crusading spirit of the new is forever in subtle conflict with the traditional restraints of the old, and areas of accommodation must ceaselessly be sought. It goes without saying that these contrasts are more apparent during years of divided

#### The new regime: Verve and vitality at White House contrast with a leisurely pace on Capitol Hill.

government, but even when both the executive and legislative branches are controlled by the same political party their disparate characteristics engender a certain amount of discord.

Whatever may be his own reaction to the progress of his program during his first few weeks in office, Mr. Kennedy is at least learning early that the appetite of the extremists in politics is insatiable. At the very time he was lighting his lanterns to guard against the assaults on his right, some erstwhile political friends were building some fires of their own on his left. A high official of the AFL-CIO castigated him in a speech for dragging his feet on a liberal program, and a stentorian leader of the NAACP reviled him for the same reason and with emphasis. So, Mr. Kennedy, at the outset of his presidential career, has achieved the distinction of being too liberal for the conservatives and too conservative for the liberals. Remaining, then, is a vast middleground on which he has the opportunity to build.



AND NEVER
LEAVE
HOME

As the world grows smaller in this jet age, greater knowledge of business conditions abroad and more rapid availability of accurate data on foreign-based companies are essential to the American business man.

Republic's International Department can help you and your customers in this complex area. Our knowledge and experience, reinforced by personal meetings with our overseas correspondents here and abroad, are at your service.

Call on us . . . we are here to serve you.



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"WBank" to Businessmen everywhere

CAPITAL AND SURPLUS \$105,000,000 \* LARGEST IN THE SOUTH \* MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

#### Shows Growth Is Continuing

# An Interim Report on the Dallas Economy

In the face of continued comment, on both local and national levels, on the state of today's economy, a special "Interim Report" has been prepared by the Dallas Chamber of Commerce.

Using complete data available for the most recent three months (November and December, 1960, and December, 1961), economic indicators regularly measured by the Dallas Chamber were compared with the

same three months of the previous year. Of the 17 indicators, 10 showed increases. These included the important categories of bank debits, building contract awards and dollar-value building permits.

While a detailed interpretation of such limited data would be inaccurate, it is obvious that the growth of Dallas is continuing and that the area continues to be one of America's great growth markets.

INDICATOR			NovDecJan. 1960-1961	NovDecJan. 1959-1960	% Change
Bank Clearings (\$000)			\$ 7,339,331	\$ 7,230,715	1.5
Bank Debits (\$000)			\$ 9,686,499	\$ 9,022,967	7.4
Air Mail Originated (pounds)			518,405	455,489	13.8
Postal Receipts			\$ 8,539,091	\$ 7,285,571	17.2
Air Express Shipments Dispatched			25,586	18,838	35.8
Air Express Shipments Received	,		28,275	27,396	3.2
Railway Express Shipments Handled			212,783	230,294	<b>—</b> 7.6
Railway Cars Unloaded			24,749	29,646	-16.5
Total Consumption of Electricity (KWH)			650,939,087	608,365,007	7.0
Industrial Consumption of Electricity (KWH)			152,839,880	156,218,511	_ 2.2
Total Consumption of Natural Gas (000's fu ft.) .			24,165,055	24,879,717	_ 2.9
Industrial Consumption of Natural Gas (000's cu.	ft.)		13,922,351	14,660,621	— 5.0
<sup>1</sup> Residential Building Contract Awards			\$ 38,668,000	\$ 34,649,000	11.6
<sup>1</sup> Non-Residential Building Contract Awards			\$ 22,758,000	\$ 18,187,000	25.1
<sup>1</sup> Dwelling Units Authorized by Building Permits .			2,597	2,819	<b>—</b> 7.9
Deeds of Trust Filed			6,849	7,251	— 5.5
Dollar Value Building Permits			\$ 44,007,772	\$ 32,405,455	35.8

<sup>1</sup>Data are for Oct. Nov.-Dec. period

All data for Dallas and its four "island" cities, Cockrell Hill, Fruitdale, Highland Park and University Park except building contract awards, dwelling units authorized by building permits and deeds of trust filed. These four are reported for all Dallas County.

Because distinct advantages make

Dallas the ideal regional management

center—for government, as well

as business—there has evolved...

# The Dallas Federal Community

By Hal Dawson

The Dallas "Federal Community"—a concentration of decentralized management/service functions of the Federal government—has developed along the same patterns, guided by the same considerations that have served American business in location of its operations in the Southwest.

Just as America's leading private enterprises have chosen Dallas as their Southwestern headquarters, the Federal government has placed in Dallas a majority of its management/service centers for its most important functions. The facts that Dallas is geographically central to the Southwest's population, that it has superior transportation and communication facilities, and that it has a large and responsive labor reservoir have been primarily responsible for the existence and growth of the Dallas Federal Community. The economic history of Dallas shows that the same facts have been basically responsible for the number of Dallas branches of national concerns, located here to handle their companies' business in the region.

The parallel between the Federal government's decisions and those of private business is emphasized by the fact that the Dallas Federal Community has grown in stature and responsibilities regardless of which political party was in power. Important expansions of the Federal Community have been made under both Democratic and Republican administrations, at an accelerating pace, since the turn of the century. The sound basis for Dallas' functions as a management/service center for the Federal government is further indicated by the fact that many of the decentralization moves which have stimulated the development of the Federal Community here resulted from recommendations of the non-partisan Hoover Commission.

While Dallas overshadows other Southwestern cities in the importance of the Federal functions for which it is a regional center, other Southwestern cities have more employees of the Federal government than Dallas. San Antonio, Oklahoma City and New Orleans all outrank Dallas in total number of non-military Federal employees.

And, on the basis of the percentage of the community's total labor force employed by the Federal government, San Antonio, Oklahoma City, El Paso, Fort Worth and New Orleans all outrank Dallas. Only 2.5% of Dallas' total labor force is in

Federal employment, but 16% of San Antonio's and 15% of Oklahoma City's labor forces are employed by Federal establishments in those cities.

Historically, Dallas has been the logical Southwestern center for national firms, both large and small. In its early years — before today's streamlined decentralization policy became industry's norm — Dallas was the location for the "branch houses" of dozens of firms. Not only was Dallas an obviously central point to serve a large population, but the city has always enjoyed the best transportation facilities and services of any Southwestern city. Dallas early realized the advantages of good transportation and dedicated itself to securing the best transportation possible. From the first wagon roads to today's jet airline routes, the City and its leaders have been successful.

The branch houses go almost as far back in Dallas history as John Neely Bryan's lonely cabin on the Trinity. Even in the

Huge computer of Southwestern Life Insurance Company is only one example of the variety of facilities private industry in Dallas has available for lease to government agencies.



nineteenth century their number grew year by year. It was in the 1920's and 1930's however, that a subtle change began to take place. The regional operations slowly became more than just warehouse distribution points. Manufacturing was added; authority was increased; they assumed more managerial functions. And, still more firms continued to choose Dallas for their Southwestern regional base.

At the end of World War II, with the tremendously increased speed of transportation and communications, full-scale decentralization was the logical next-step for the business that wanted to keep pace with the mid-twentieth century. The autonomous regional headquarters were placed where the branch house had grown from a small distribution point to a major warehouse. And, in the Southwest, hundreds of America's leading corporations found themselves with regional headquarters in Dallas.

The evolution had been logical, and the result was a happy one, for only Dallas, in this region, could supply the quality of transportation and communications that American business demands for its day-to-day operations. And, Dallas also offered advantages for employees that no other Southwestern city could equal. Dallas had truly realized a claim it had been making for over half a century: The Business Capital of the Southwest.

In a real sense, the story of the Federal government in Dallas closely dovetails with that of American business in Dallas. In fact, the first Federal employee was John Neely Bryan himself, who served as postmaster of the tiny community he had founded on the forks of the Trinity. Records are hazy on the establishment in Dallas of Federal offices, but by 1910 a number were here, including Department of Agriculture Bureau of Entomology, U. S. Engineer's Office, Internal Revenue Office, Secret Service, Special Pension Examiner's office, Army Recruiting Office and several others.

While the Federal Reserve System is not a branch of the Federal government, the selection of sites for its district banks was made in 1914 by a committee consisting of the Secretaries of Treasury and Agriculture and the Comptroller of the Cur-

With a main station capacity of 1500, the telephone switchboard that links the Federal offices in Dallas and connects them with other cities is among the largest in this area.



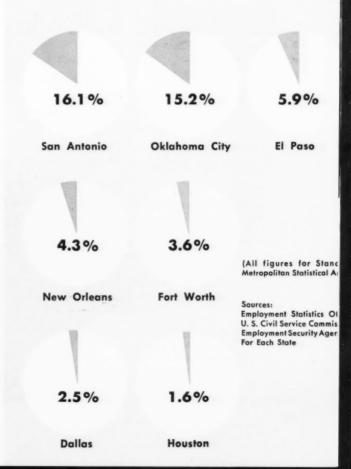
DALLAS . MARCH, 1961

# FEDERAL EMPLOYMENT IN THE SOUTHWEST

Metropolitan Areas Ranked By Federal Employment

San Antonio	32,899	
Oklahoma City	25,263	
New Orleans	12,144	
Dallas	10,595	
Houston	7,695	
Fort Worth	7,383	
El Paso	5,240	

Federal As A Percentage
Of Total Employment



rency. The choice of Dallas as one of 12 locations for branch banks could then be called the city's first major development as a regional government center. Dallas business and civic leaders fought for this bank just as they had fought before and would fight again for anything for the good of their growing community. Leaders in this battle included Nathan Adams, J. Howard Ardrey, R. P. Wofford, G. B. Dealey and many others.

Competition came from Houston and Fort Worth, but the government officials recognized that the Federal Reserve Bank would require superior communication facilities, and the importance of Dallas as a mail center and as headquarters of the telephone and telegraph systems of the Southwest was a deciding factor in its choice.

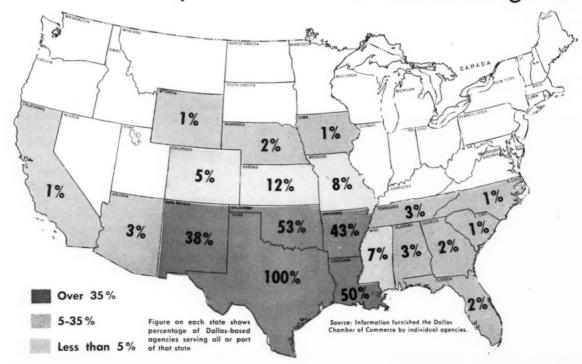
The decision to locate a Federal Reserve Bank in Dallas was a significant victory, not only because it marked Dallas for all time as the leading financial center of the Southwest, but also because it gave U. S. Government recognition to Dallas' pre-eminent position as the logical regional business center of the Southwest.

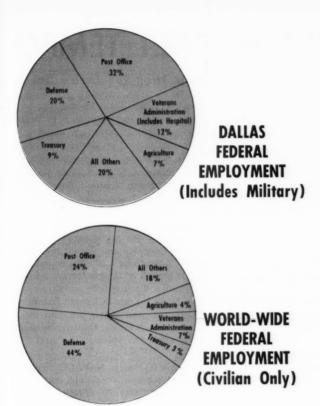
Along with American corporations, the Federal government began to realize the importance of decentralization. Throughout the 1920's and 1930's, various government agencies distributed some of their functions from Washington into various regional centers. Each agency made its own decision on the location of regional centers, but, adopting the basic pattern of American business, more and more came to Dallas. Government leaders realized the importance of locating their regional centers in cities where the best service to the most citizens could be given at the lowest possible cost.

By the 1940's, Dallas had become the site for more and more of the operations of the Federal government. During World War II the need for superior transportation and communications brought the Eighth Service Command headquarters to Dallas from San Antonio. When the period of stress and urgency ended, the Service Command returned to the military atmosphere of San Antonio, but other, business-oriented Federal establishments came to Dallas and filled the temporary void created by the Army's removal. The decentralization movement continued after the war, and the Hoover Commission findings gave it increased impetus. Among the business-oriented regional operations of the Federal government located in Dallas today are those of General Service Administration, Post Office Department, Internal Revenue Service and Department of Treasury.

There are no "official" regional territories today for the Federal government. With the autonomy of each agency, as guaranteed by the enabling acts or orders, the various departments and agencies have designated their own regional boundaries. From time to time, particularly during the past 20 years, efforts have been made unsuccessfully to standardize these boundaries - for the sake of national defense, as well as other considerations. Perhaps the most "official" - if one could be given the designation - of the various regional breakdowns of the government agencies would be that of the Office of Civil Defense Mobilization. Not only is this one of the most recently created of the agencies, but its supreme importance in the Cold War makes it doubly significant. OCDM divides the nation into eight regions, with headquarters located at Boston, Washington, Atlanta, Chicago, Dallas, Denver, San Francisco and Seattle. The Dallas headquarters — actually located at Denton because OCDM for defense reasons has its offices near, but not in, the major centers — controls operations in five states: Arkansas, Louisiana, New Mexico, Oklahoma and Texas. The

# Area Served By Dallas-Based Federal Agencies





OCDM regional boundaries bear great resemblance to those of many major American industries. Move the "home office" from Washington to New York or Chicago, and it could be any one of hundreds of large corporations.

This five-state territory of Arkansas, Louisiana, New Mexico, Oklahoma and Texas — promoted for years by the Dallas Chamber of Commerce as "The Dallas Southwest"— is typical of the region served by Federal establishments in Dallas. A special survey by the Chamber reveals that, of the Federal offices located in Metropolitan Dallas, 53% serve all or part of Oklahoma; 50% serve Louisiana; 43% serve Arkansas, and 38% serve New Mexico.

Next highest percentage served is Kansas with 12%, followed by Missouri, 8%; Mississippi, 7%, and Colorado, 5%. Following the Colorado percentage comes a significant drop to the 3% of the Dallas-based agencies serving Arizona, Alabama and Tennessee.

It would be logical, therefore, to label Arkansas, Louisiana, New Mexico, Oklahoma and Texas as the "primary" area served by Dallas-based Federal offices, with Colorado, Kansas, Mississippi and Missouri as the "secondary" area. Following this would be the "tertiary" area, including all other states served from Dallas: Alabama, Arizona, California, Florida, Georgia, Iowa, Nebraska, North Carolina, South Carolina, Tennessee and Wyoming.

The similarity of these results to those of a survey conducted among Dallas wholesalers and manufacturers is striking. The primary areas are *exactly the same*. The private industry secondary area includes all those states in the government's secondary area, plus Alabama and Tennessee. The two ter-

tiary areas are exactly the same, other than the Alabama-Tennessee difference, with the lone addition of Illinois to the private industry area.

This similarity reveals the close relationship between American industry and government and backs up the territorial decisions of government officials, since their judgment has been supported so completely by the businessmen who operate from a Dallas base.

The survey of government agencies shows a total of 3,181 sub-offices reporting administratively to Dallas, but more than 70% of these are in the Post Office Department. Exclusive of the Post Office, there are 872 sub-offices throughout the Southwest reporting to Dallas, including offices in almost every major city throughout a 10- or 12-state area.

While it is correct to label Dallas as the Federal Government's regional management center for the Southwest, Dallas is by no means the largest center of Federal employment in the region. Considering civilian employment only, San Antonio, Oklahoma City and New Orleans all have more Federal employees than Dallas. Add military personnel, and other cities would also pass the Dallas total of 10,595 on December 31, 1959, most recent count available from the Civil Service Commission.

Of the major centers for Federal civilian employment in the Southwest, San Antonio, Oklahoma City, Fort Worth, El Paso and New Orleans all have a higher percentage of their total employment working for the Federal Government than does Dallas.

(Continued on page 52)

A Statement By

**AVERY MAYS** 

President of the Dallas Chamber of Commerce



It is a privilege to extend the salute of the Dallas Chamber of Commerce to the Dallas Federal Community, for these 11,000 men and women play vital roles in both the business and civic areas of our community life. The efficiency of the Dallas-based agencies helps Southwestern business operate more smoothly and profitably. It is in civic activities, however, that Dallas is most proud of these fine citizens, for their contributions to our community and its worthy endeavors are recognized by all. Dallas is truly proud of them—as public servants and as Dallas citizens.

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## AD INDUSTRY SPARKS MARKET TEMPO

#### Advertising Agency Expansion and Graphic Arts Growth Set New High for Entire South.

#### By Tom McHale

Expanding in market coverage and economic diversification, Dallas is steadily moving forward as one of the leading advertising and graphic arts centers of the nation. The growth of Metropolitan Dallas and its primary and secondary marketing areas, and the expansion of many of its large and small industries into national and world markets is reflected in the hum of presses in Dallas printing plants and stepped-up creative and production actviity in its hundred-plus advertising agencies.

The February 27, 1961 issue of *Advertising Age*, using 1958 census figures as a basis, rates Dallas as the 14th largest advertising agency center in the nation.

Dallas Advertising executive, Ted Workman, and agency client Don Knight look over orders resulting from new ad service.

is the fact that Dallas rates ahead of Houston (15), Kansas City (16), Baltimore (17), Atlanta (20), Miami (22), New Orleans (25) and Memphis (27). Dallas ranks first in the entire South. The only cities located West of the Mississippi that outranks Dallas are: Los Angeles-Long Beach (4), San Francisco-Oakland (6), Minneapolis-St. Paul (7) and St. Louis (9).

The acquisition of new accounts by major Dallas agencies and expanding marketing and merchandising activity, plus product diversification by major Dallas industries are also factors in stepped-up advertising and graphic arts growth. Steady expansion on the part of many specialized Dallas organizations allied with advertising and graphic arts

wide operations. Texas Instruments, Inc., a Don Baxter, Inc. account, is becoming a major national advertiser along with such other major Don Baxter accounts as Collins Radio and Alpha Corporation.

Expansion of Southland Life, a major Rogers & Smith account; Southwestern Life, another Tracy-Locke account; and Republic National Life Insurance Company, an Erwin Wasey, Ruthrauff & Ryan account; provide prime examples of the impetus insurance and finance provide to Dallas' advertising and graphic arts.

The growth of the electronics industry in Dallas and acquisitions and diversifications by such firms as Vought Industries, Ling-Temco and others are also major factors in advancing Dallas advertising and graphic arts volume. The marketing

Paul Miller, Susong Agency account executive, Frank D. Mason, NAVACO president and Darrel E. Johnson, vice-president and sales manager check out nationwide spring advertising campaign for NAVACO, manufacturers of structural panels.





Ad Age shows 62 major Dallas advertising agencies with billings of \$27,818,000, and 60 "one-man agencies" with billings of \$522,000 for a total of \$28,340,000. Ad Age also shows 1954 census figures of \$18,623,000 for 50 major Dallas agencies. The 1958 total for this same group represents a four year advance of 49 per cent. Taking this figure into account, as well as the growth and expansion of major Dallas agencies since 1958, it may be conservatively assumed that Dallas agency billing now approximates \$35,000,000.

Significant in Advertising Age figures

to meet demands for new services is enhancing Dallas' technical and volume leadership in such fields as engraving, typography, color printing and a production of a wide variety of items that range from snap-out forms and stock and bond certificates to corrugated boxes.

The Pearl Brewing Company account acquired by Tracy-Locke Company, Inc. in 1960, is one of the largest consumer accounts in the Southwest. The Halliburton account acquired by Glenn Advertising, Inc. during the past year is a major industrial account. Glenn also handles Centex Construction Co. with its world-

expansion of less well known Dallas firms in a wide variety of industries has also boosted the sum total of advertising billing and graphic arts production.

Almost without exception Dallas advertising agencies and Dallas printing plants are reporting an increased tempo of business during the early months of 1961. The increase of \$77 million in total wages and salaries and an all-time high payroll of \$1,784,991,000 in 1950 for the Dallas Standard Metropolitan Statistical Area provides a solid base for advertising in the local market. Super-imposed on this foundation are a wide and diverse group of

local firms that derive their income from the Southwest, the nation and world markets.

A current example comes up in the dedication of the \$2 million plant of the Lone Star Boat Company in Plano early this month. A Taylor-Norsworthy account, this plant will produce 25,000 boats and 6,000 trailers a year. Merchandising activity for this and other Lone Star plants in other parts of the nation will center in the new general offices at Plano.

While Dallas does not approach the New York-northeastern New Jersey area advertising complex centering on Madison Avenue, nor the major complexes in Chicago, Detroit and Philadelphia in terms of size, quarters or billings, Dallas is rapidly moving up into "big-time" advertising. A prime example of this is in the new 6,000 square feet offices of Don Baxter, Inc., opened last year on the fifth floor of the Corrigan Tower. Housing some 30 staff and graphic arts specialists,

Lawrence D. Siegler, Accurate of Texas president, shows T.I. niniaturization packing against background of 200 Ton Thompson platen press, which prints large special pieces.

Sigler checks production of special T.I. component packages on Heidelberg Die Press with opera-

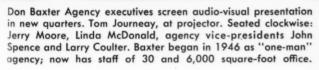
tor Mildred Pless.







Craig Smyser, below, Continental-Emsco Vice President for special products division and Tom Fraser, sales promotion man-





Jack Wyatt producer, presents \$1,000 check to winning Lamar Tech Team on March 5 Program, YOUNG AMERICA SPEAKS. This 14-station TV Program sponsored by Sinclair Refining is the first to originate from WFAA-TV's new Communications Center.



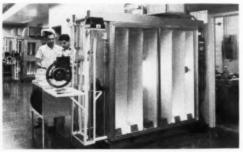
this agency's physical plant is patterned after some of the largest and best agencies in the nation. Even more significant is the fact that Don Baxter started this operation in 1946 as a "one-man" agency.

Also significant in the Dallas advertising expansion was the placing by the Baxter agency, last July and August in Newsweek and Business Week of a nine page, fullcolor insert for the Collins Radio Company. The largest single insertion in the history of Newsweek, this nine page production involved more than 200 color paintings and covered the scope of Collins' entire products and technical services. Produced in Dallas, this was perhaps the largest single advertising insertion in Southwest advertising history. This agency serves a wide variety of Southwest accounts including Dresser Industries, Lone Star Steel, Marcy Lee, Southwest Airmotive and some thirty others.

Individual case histories of specific accounts in other agencies point up the many-sided development of Dallas as an advertising center. NAVACO, Inc. of Dallas, manufacturers of structural panels, a James H. Susong Agency account, started in the early thirties in what was literally a "side-walk assembly line". To-

A partial view of the Don Baxter Agency art department, below, shows Art Director Ray Glass in background, left Tom Taylor and artist Elaine Couillas, right, Nina Ansley, asst. art director Larry Bridges.





Section of the Film Processing Department at Southwest Film Laboratories. Rigid production quality is maintained in modern laboratory, 3024 Ft. Worth Ave.

day, this firm has plants in Dallas, Los Angeles, Bettendorf, Iowa; and High Point, North Carolina. Currently they serve more than 3,500 dealers from coast to coast and expect the total will reach 5,000 before the end of 1961.

Ennis Business Forms in Ellis County, a Rogers & Smith Agency account, reports sales for their fiscal year, ending February 28, at an all-time high. This firm has installed new equipment to produce a new tab-flex multi-ply form for use in high speed computers. Ennis is expecting sizeable sales increases in 1961 and is meeting the trend toward office automation as well as seeking new markets for its basic products of tags, salesbooks, restaurant checks and other products.

Continental-Emsco Company, Division of the Youngstown Sheet and Tube Company, a Rogers & Smith account, has set



A Warlick Law printing specialist, above, at the special craftsman line-up table which is calibrated to speed exacting job of aligning and stripping special plates.



Battery of multi-color presses at plant of Texas Envelope Company above, shows partial view of huge production facilities and die-cut stock before final processing.

up a special project department to produce military and industrial products in the firm's diversification effort to increase sales volume. Production facilities at the company's Garland plant have been increased 25 per cent.

A revolutionary development in pants pressing by P. & H. Industries of Dallas, a Ted Workman Advertising Inc. account, provides another Dallas success story in which a new product achieved national distribution in three years. Don Knight, head of this firm developed a special Topper-Matic Machine that presses pants

automatically. Through trade publication advertising and merchandising, orders for these machines have swamped plant production facilities. Last fall P. & H. Industries moved to new quarters at 2746 Seelco Street and have since outgrown them and doubled manufacturing space to accommodate business coming in from all parts of the world.

Rubenstein & Sons, Inc., a Sam Bloom Advertising Agency account, provides a Dallas merchandising and advertising saga in the frozen food field. A feature story on this firm headed: "From Barter to Big Time in Big D", recounts the growth of this firm from the days of A. Rubenstein, a pack peddler, who traded for produce in North Texas before the turn of the century. Gulf Princess Frozen Shrimp is the best known product of this firm which is known nationally and internationally.

This firm has recently completed an extensive plant modernization and extension program. Its advertising is primarily confined to institutional and trade publications and it is now branching into new hain publication fields. Its printing needs range from special color work on polythelene bags to point-of-purchase material.

Every major Dallas agency and most of so called "one man agencies" can show

brokers and wholesalers, Colgin products are advertised in newspapers, trade journals, national magazines and other media. This company has grown steadily since its beginning in Dallas twenty years ago. Business last year showed a very substantial increase and this year's volume, ahead of 1960, indicates that 1961 will be a record breaking year.

The expansion of Dallas' advertising agencies and its growth as a graphic arts center serves as a magnet to attract business to Dallas from its vast trade area. Dallas' vast pool of technical know-how in its advertising agencies and graphic arts plants, plus millions of dollars of specialized equipment, serve to bring in more and more business. This also extends into the

for transistors and electronic components to massive corrugated boxes for major appliances. New needs by local manufacturers have served to intensify this development.

Miniaturization of transistors and other electronic components by such firms as Texas Instruments has created new problems that required new package designs and production procedures. Accurate of Texas, a specialized packaging organization, worked closely with TI engineers to produce intricate packaging for precision components involving such requirements as protection, preservation, identification and ease of handling. One such job required miniaturization of a carton similar

hotograph below shows new \$6,000 jet dryer recently intalled at American Beauty Cover plant. This large dryer has maximum capacity of approximately one cover per second.





Rewinding and cutting machine in the General Paper Corporation plant, shown above. This machine is 72 inches wide and weighs 40,000 pounds. Plant includes a mill warehouse.

Production line, shown below at plant of Electrotype Service Company. This firm serves a wide area with metal and rubber plates for printing production in three states outside Texas.





Section of the cutting room, shown above, at Sabin Robbins Paper Co plant. This 2,300 square foot heat controlled, dust proof room is part of 24,000 square foot Dallas warehouse.

multiple clients who are expanding into new markets through national advertising. Many of these are not in the public eye to the same extent as such nationally known Dallas advertised products as Dr Pepper, Fritos or Haggar Slacks. Colgin Hickory Liquid Smoke, a specialty product of the Richard Colgin Company, a McCrary Advertising Agency account, provides a spot example.

Colgin's products include barbecue sauces, shrimp cocktail sauces and a line of spiced vinegars. Sold nationally through

field of radio and television production with such agencies as the Jack Wyatt Organization with a background of bigtime radio production on national programs; Larry DuPont at Tracy-Locke, and others. This also serves as a magnet to attract regional business from national advertisers.

Packaging is also an important segment of Dallas' graphic arts complex, and Dallas is becoming one of the nation's great packaging centers. The scope of this business ranges from miniature packages to an egg case filler in which 250 cells were placed in an area of 4x9 inches.

This required special designing and setting up of special equipment by Lawrence D. Siegler, head of Accurate of Texas, and a die-cutting and design expert. Accurate of Texas started in Dallas in 1950 with an original investment of \$1,000. The firm now has 27 employees and ten specialized presses. These range from special Heidelberg die presses to 200 ton Thompson platen presses for the

(Continued on page 60)

# Creating a Better Public Image For Advertising in Dallas

The Dallas advertising industry's continuing campaign to inform the public about the role of advertising as a dynamic force for economic progress reached a high point in February when the Dallas Advertising League sponsored a series of events and activities in observance of National Advertising Week.

The League's continued effort to explain advertising and its place in a free-enterprise economy to the public was launched last September under the title of "Operation Shoemaker." To sustain the effort throughout 1961, other activities will be spaced throughout the year and will include special programs before various organizations and a comprehensive all-media advertising and publicity campaign.

The Dallas Morning News and the Dallas Times-Herald made space available for 10 advertisements on advertising prepared by 10 major Dallas advertising agencies. The 10 Dallas agencies producing these ads, some of which are reproduced on these pages, preferred to make them available as a contribution to the industry without identifying credit lines. These ads point up the benefits of advertising as "the heart of our economy" and were run in the name of the Dallas Advertising League as 600 line ads in each newspaper Monday through Friday during the week of February 6-10.

In addition to broad newspaper coverage the Dallas Advertising League took their campaign of education directly into the high schools of Dallas County. The League conducted an editorial contest among 400 journalism students in schools which included the Dallas Independent School District, Highland Park, Irving, Grand Prairie, Garland, Richardson and Carrollton. Subject of the editorial was: "Advertising—A Force for Democracy." The winning editorials were also published in various school student newspapers and and suburban newspapers.

The first place editorial in all the schools, written by Ann Lander of Thomas Jefferson High School, provides a basis analysis of advertising through the eyes of a student that might well serve as a review for people engaged in advertising and businessmen in general:

"Advertising . . . a Force for Democracy"

"Advertising is the bulwark on which many of our freedoms are built. Some of these freedoms are as small as the choice of a tube of tooth paste, and some are as large as the exploration of outer space — but, large and small, they are the open gates through which we can constantly expand the scope of our lives.

"Advertising makes possible the marketing of goods and services, encourages competition among businesses and assures the people of free countries a choice between competing products.

"Advertising gives us freedom of enjoyment, because the makers of competing products must price their goods as and giving financial stablility to the company which makes them.

"Most important of all, advertising gives us freedom of knowledge. Every public means of communication in the United States is supported by the advertising it sells.

"Without the several thousand trade publications which cover individual segments of our industrial fields, manufacturers would not know of new machinery and techniques available, retailers might never learn of new products available for their stores, and doctors would have to



This Message, in the Public Interest, Prepared by a Dallas Advertising Agency in Cooperation with the DALLAS ADVERTISING LEAGUE Founded in 1908

Reproduction above and partial reproductions on opposite page show major part Dallas Ad League's newspaper education campaign, promoted in Dallas Feb. 6-1

low as possible — and when the cost of necessities is held to a minimum, people have money left for recreation and entertainment.

"Advertising gives workers freedom from much exhausting physical labor — and a greater choice of ways to earn a living. Advertising, by increasing the demand for products, makes mass-production methods possible, necessitates the use of gigantic machines to carry tremendous weights, and creates a labor market in which intelligent "man hours" are more vital than "horse power."

"Advertising gives job-holders security by sustaining a demand for products leave their patients and return to medical school to keep abreast of modern medical research

"Without radio and television, we would be unable to hear the voices of our national leaders. During a political campaign, the men for whom we vote can become almost as familiar to us as our families, and we choose our candidates confidently, because we know them — thanks to advertising media.

"Without newspapers and magazinewe would have no knowledge of important events which take place half-a-block or half-a-continent from our homes Newspapers, often sold for less than the



# They don't advertise in Russia ...

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In Russia adversioning would make rompt ton, to insent in a new car a tulevision, a washing machine, air conditioning. — or even a new home that you didn't have to those with several other families. Neither would you have the freedom to above from contribute order products services and opportunities which advertising brings to your adventure cover day in America.

In countries where adventings is unshacked and well developed the people enjoy the highest standards of living. In Communist countries, where advertising has been stifled or outland, undurary estimen man be suitabled with the basen necessities. And not even the privileged party leaders enjoy the lixeries advertising helps just in the reach of onerly reveryage in America.

When you bear the de-genders discredit advertising, calling it an evil torse that emisses you use spend your money facilable, ask youtself the species. "How month I like to live in a country where there is no advertising."

This Message, in the Public Interest Prepared by a Dallas Advertising Arones in Contraction with the

#### DALLAS ADVERTISING LEAGUE

Founded in 1908



Of Genius, Kites and Satellites...

Some Ads Create Yawns



can't see for the tree...

Others Don't Monkey Around
They Effectives

They Effectively Communicate to Make Sales

Advertising to selling through effective uses
as simple as that whether the decrive uses.

#### WHITEWASH ... OR FACT?

Advertising is the voice of business , and as each, no better and worse than the business it speaks for

It serves no purpose to whitewash, excuse—or to biame—this voice. Let's look at the total without benefit of makeup.

Advertising has made mass production possible. It is basic to the economy which the people of this country built . . .

and it exists with their consent, for their needs. Advertising is

Advertising is peculiarly American . . brash and during a little bigger than life size. It goes about its function of mirroring

the desires and translating the dreams of millions with intense interest—and has, along the way, earned billions of dollars for i

for charity, research, medicine, education , you name it

cost of the paper and ink, can give us facts from all over the world in a matter of hours. Magazines, published at a more leisurely pace, but still supported by their advertising, can utilize their staffs and free-lance writers to find the long-range trends, or to explore subjects which will interest and teach their readers.

"Advertising has been strongly criticized, and sometimes weakly defended. Perhaps the greatest commentary on advertising as a force for democracy is that there is no advertising industry behind the Iron Curtain.

"Dictators have much to hide — and nothing to advertise."







If it was, you've taken a big step toward making a sale.

Our business is making sure she not only  $\underline{\text{sees}}$  or  $\underline{\text{hears}}$  your message . . . but  $\underline{\text{acts}}$  on it.

That's why we conduct continuing studies on the <u>effectiveness</u> of our clients' advertising. That's why Tracy-Locke clients get more sales-producing advertising per dollar than their competitors.

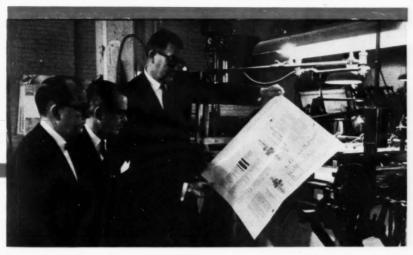
These are the clients we serve: MRS. BAIRD'S BAKERIES, INC., Since 1929 • THE BORDEN COMPANY (Southern Division),
Since 1915 • CARBISULPHOIL COMPANY, Since 1946 • CHAMPLIN OIL & REFINING CO., Since 1956 • CHANCE VOUGHT
CORPORATION, Since 1952 • COLLINS RADIO COMPANY (Texas Division), Since 1959 • FIRST NATIONAL BANK IN
DALLAS, Since 1960 • FOOD INDUSTRIES COMPANY, Since 1960 • THE FRITO COMPANY, Since 1954 • HAGGAR
COMPANY, Since 1941 • IMPERIAL SUGAR COMPANY, Since 1926 • JONES-BLAIR PAINT CO., Since 1957 • PEARL
BREWING CO., Since 1960 • PLASTICS MANUFACTURING CO., Since 1954 • SOUTHERN UNION
GAS COMPANY, Since 1958 • SOUTHWESTERN LIFE INSURANCE CO., Since
FRUIT & STEAMSHIP CO., Since 1957 • VOUGHT INDUSTRIES, INC., Since 1960

Dallas — San Antonio

TRACY-LOCKE COMPANY, INC.

# KEY TO DALLAS 19 61

Revised mailing list for 1961 Issue means greater values for this major Dallas competitive trade tool throughout market area



Robert Olmsted, president of the Dallas Manufacturers and Wholesalers Association, center, checks final KEY TO DALLAS press run with Bowen Williamson, right, of the Dorsey Co., and George F. Dodgen, left, Research Director of the Dallas Chamber of Commerce. Some 20,000 copies of the new 1961 KEY have been mailed.

The 1961 issue of KEY TO DALLAS is now off the press and has been put in the mails for distribution to 8,000 members of the Dallas Chamber of Commerce and a selected list of 12,000 customers in the Dallas trade area.

Made up of eleven directories in one compact package, KEY TO DALLAS is one of the major publications of the Dallas Chamber of Commerce, and a major sales tool for Dallas in competition with other national and Southwestern market cities.

Under the direction of the Dallas Manufacturers and Wholesalers Association, Inc., the marketing division of the Dallas Chamber of Commerce, the out-of-town mailing list of KEY TO DALLAS has been substantially reworked and checked this year to insure that it will reach the best qualified customers in the Dallas trade area.

Multiple mailing lists have been secured on a confidential basis from leading Dallas wholesalers and these lists have been carefully checked for duplications to insure that the mailing list for the 1961 KEY TO DALLAS will be the most effective in history. This means that KEY TO DALLAS is mailed to bona-fide Dallas customers who actually do business in Dallas. A check of these lists shows that they include major industries and institutions throughout the Southwest and this trade book is mailed to definite buyers who trade in Dallas

Growing in popularity and usefulness in Dallas as well as its trade area, KEY

TO DALLAS is one of the finest and most comprehensive directories of its kind in the nation. Its eleven sections include a complete alphabetical directory of members of the Dallas Chamber of Commerce, as well as their business function, approximate number of employees, trade territory covered and address, postal zone and telephone number. Many members report an increasing use of the book because of its large clear type, easy access to telephone numbers, and postal zone information.

Major section of the book is the First Classified Section devoted to products of manufacturers, manufacturers sales branches and offices, independent wholesalers and jobbers, distributors, agents brokers, importers-exporters and factory representatives. Products are listed alphabetically and by number, and this section shows where to buy major products in Dallas.

KEY TO DALLAS includes other sections on contractors, including all types of general, mechanical, residential, commercial, utility and special trades. It has a special section on oil and gas that includes production, geophysical, specialized oil field services, and mining and quarrying. Its section on transportation-public utilities-warehousing includes airlines, bus lines, motor freight, railroads, freight forwarders, and moving and storage.

The book also has major sections on retail trade; finance-insurance; real estate;

personal and repair services; amusements and recreations services, hotels and motels, radio and television stations; business and professional services, medical, legal, advertising agencies, architects, engineers, schools and hospitals. It also carries comprehensive sections on business and non-profit organizations with permanent offices in Dallas and a complete section on City, County, State and Federal government offices.

KEY TO DALLAS is compiled and published under the direction of the Research and Central Records Department of the Dallas Chamber of Commerce. The time-consuming task of processing and tabulating the information that goes into this book is almost a year-round job. Using the Remington-Rand Univac System, vital information is processed on more than 5,000 members firms into almost 3,000 classified headings and more than 8,000 listings.

The complicated processing results in time saving for Dallas Chamber of Commerce members and customers throughout the area in producing a simple, concise book that tells where to buy any product or service in Dallas. Hundreds of calls come to the Dallas Chamber of Commerce each year that could easily be answered by referring to the index and pages of KEY TO DALLAS. Each year more and more members of the Dallas Chamber of Commerce are finding more uses for KEY TO DALLAS and its "Eleven Directories in One" as a real time and money saver.

# New Hospitals Add Dimension To Dallas Medicine

Developments on four major new hospitals have been announced within the past few weeks — developments which will make Dallas the undisputed medical center of the entire Southwest within the next five years.

The new four, which when combined with the fine existing medical facilities already in Dallas will serve every conceivable need of all persons within the Dallas area, are the recently announced Presbyterian Hospital of Dallas; the sparkling new Children's Medical Center; the Exchange Park Medical Center; and St. Paul Hospital, which is already under construction.

The Presbyterian Hospital of Dallas, a non-profit corporation, plans the construction of a 350 bed general hospital, that can be expanded to a maximum of 500 beds. It is estimated that the total cost of the 350-bed unit will be in the neighborhood of \$7,500,000, based on 1960 cost levels.

The Hospital will offer complete diagnostic and treatment facilities for medical, surgical, obstetric and pediatric care. It will be a reference hospital in that difficult diagnostic problems will be sent to it from the entire Southwest.

Architectural plans for the new hospital facility will be started within the next few months. It is hoped that construction can begin late in 1962 and that the building can be completed by the end of 1964.

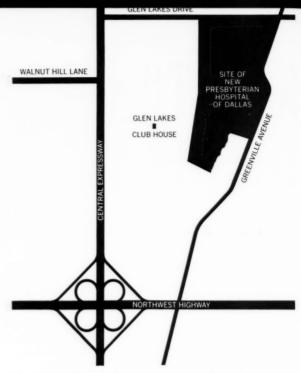
The new Presbyterian Hospital will be located in the center of one of the fastest growing areas of Dallas County.

The Presbyterian Hospital of Dallas has secured a block of 71 acres of land in the northern part of the City just off Central Expressway. The land was formerly used as the Reynolds Presbyterian Home. When the Hospital is constructed, it will be served directly by extending Walnut Hill Lane to the East from the Expressway. The property is bounded on the north by Glen Lakes Drive and on the east by Greenville Avenue. A railroad spur separates the property from the Glen Lakes Country Club. In addition to the whole northern sector of Dallas, it will be within convenient reach of Garland, Richardson and other communities of that area. The extension of Walnut Hill Lane, the completion of such thoroughfares as Interstate 635, on Valley View and the development of other traffic ways will place the Hospital within a few minutes of all of the northern part of Dallas County.

The Dallas County Campaign Screening Committee has approved the month of May, 1962, for a public fund raising campaign in behalf of the Presbyterian Hospital of Dallas. Approximately \$3,500,000 of the needed funds will be obtained independent of a public subscription through gifts, grants, bequests by members and friends of the Presbyterian Church and through private financing.

An old dream is about to become reality for the Children's Medical Center.

After years of planning the time seems near when the Center will quit its old, overcrowded home in the Oak Lawn area for sparkling new quarters in the burgeoning Southwestern Medi-



The new \$7,500,000 Presbyterian Hospital of Dallas encompasses 71 acres, bounded by Glen Lakes Drive on the north and Greenville Ave. to the east, able to serve all North Dallas.

cal School-Parkland Hospital-St. Paul Hospital area on Harry Hines Boulevard at Inwood.

Toward this goal three concrete steps have already been taken. As a result, a site seems assured, and architect for the multimillion dollar building has been engaged and a fund drive for \$2.5 million has been scheduled to begin in November.

On an exchange basis, the Center has promise of obtaining 7.5 acres near the medical school that the Dallas County Hospital District owns for 10 acres owned by the medical school near Stemmons Expressway and Inwood. Enabling legislation for the land trade stlil must be passed by the Texas Legislature and approval of some of the governing bodies involved is still required; but a satisfactory resolvement is assured.

Architects Thomas, Jameson and Merrill have been named to prepare plans for the new Children's Medical Center. As now envisioned, there will be two central units of 100 beds each. One will be operated by the County Hospital District, the other by the Children's Medical Center of Dallas. In addition, the Center will provide for out-patient services capable of handling 100,000 charity patients annually.

And plans are to be flexible enough to provide for the addition of another 100 beds for the Center's patients, both private and charity.

A \$2.5 million public appeal for funds is scheduled for November and December. When combined with federal Hill-Burton funds and monies from various other sources, officials assure that the new Center will become a reality.

Location of the Center near the Southwestern Medical School and two of the City's major hospitals is as important to the Center's two remaining roles as the new building itself will be to patient care.

There is no doubt that the pediatrics training program and research carried on by the Center will thrive in such surroundings. As a teaching institution, the Center trains physicians in the specialties of medical pediatric and pediatric surgery, radiology, anesthesiology, orthopedics, urology, diseases of the eye, ear, nose and throat and psychiatric problems. It also

functions as the congenital heart center for a 5-state area and is constantly conducting research into the nature of illnesses in infants and children.

Only the uninformed would argue that there is no need for a new home for the Center. Observers agree, in fac,t that only the dedication and devotion of all those serving the Center are responsible for the high level of work it is able to do under crowded, outmoded circumstances at its present location.

Three of the four institutions that make up the Center are domiciled in unattractive brick buildings at Maple and Welborn. The fourth is half a block away on Maple.

Situated in one contiguous unit is a group of individual buildings making up the Children's Medical Center. Of these Richmond Freeman Memorial Clinic provides free care for children from birth to 14 in most specialties of medicine and surgery on an out-patient basis; the Children's Hospital of Fexas, dedicated to providing medical and surgical care for children from two to 14, and the Ivor O'Connor Morgan Hospital for Tubercular children which cares for tuberculosis patients from birth to about 21. At 3512 Maple is the Bradford Hospital for Babies, providing medical and surgical care from birth to two years.

Each of the four is a separate institution with its own board of directors and staff. The Children's Medical Center was incorporated merely as an administrative body to coordinate and direct the activities of each member unit.

Commenting on the need for a new plant, an official of the Center observed "We will not fall behind in taking the leadership in the progress and development in the field of pediatrics. The Center is not merely content to maintain its present high levels of patient care, training programs and research."

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An enlarged and more modern physical plant is a pressing need, he concludes, if the Dallas Medical Community is to retain its enviable reputation in the pediatric field.

The new Exchange Park Medical Center, which lies across Hines Boulevard from the Southwestern Medical Center and the new St. Paul Hospital, will be a complex which will include a medical building for 175 medical specialists, a hospital for 150 patients and a medical mall to connect the two buildings.

Planned as a specialized diagnostic, medical and surgical facility, the Exchange Park Medical Center will compliment, supplement and augment all the medical facilities which will be available in the Southwestern Medical Center complex.

Lane, Gamble and Associates have been named architects and completion is planned for the summer of 1963.

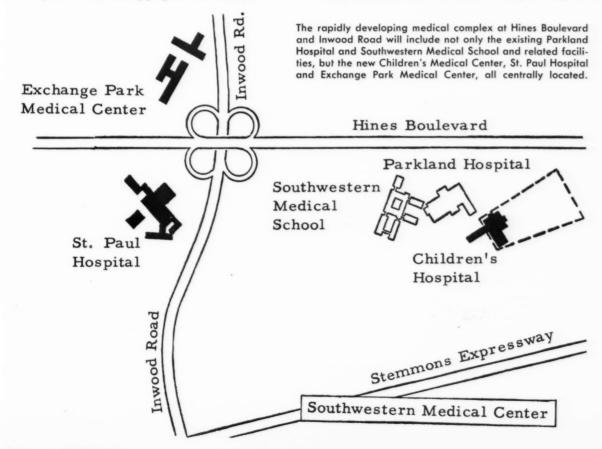
Construction is progressing on the new 504-bed St. Paul Hospital to be located at Harry Hines and Inwood, also in Southwestern Medical Center area.

The utilities building is now finished, and work is continuing on the main hospital, which is expected to be completed in early 1963.

Contractors are George A. Fuller Company, general contractor; Natkin and Company, mechanical contractor; Harman Electrical Construction Company, electrical contractor; and Uvalde Construction Company, storm sewers, drainage and paving.

Plans are soon to be drawn up for the educational building, chapel, staff residence and sisters' home.

Upon completion of the new hospital, the present building will be used for chronic, convalescent and geriatric patients.



# **Membership Group Adds Thirt**

Total Chamber memberships sponsored as of February 28, 1961 by the Chamber Membership Committee were 254 as compared with a total of 267 for the first two months of 1960, although the committee had its Chairman and Associate Chairmen appointed the earliest in the history by new Chamber President Avery Mays. It was decided to increase the overall strength of the committee by thrity new men from its customary 110 to 140 committeemen. The orientation of these thirty new committeemen plus eighteen replacements for the 1960 committee has delayed slightly the completion of the organization of the group.

With the permanent organization of the committee completed, Chairman Bob Cullum announced preparations and plans for the traditional, annual "One Day" Membership Drive to be held in April, at which time the permanent committee will be joined by 200 additional Chamber member volunteers with a goal of 500 Chamber memberships during April, 1961. These two hundred temporary workers will each give a minimum of eight hours time to membership work during the month. This includes a one hour orientation session, attendance at the "kick-

W. E. Jarvis, owner of the Jarvis Press, exhibits the latest, colored skyline of Dallas, printed by his company. He awarded one to each Lasso Club member who sponsored three or more Chamber memberships in the month of February. Left: Gordon M. Hughes, Jarvis vice president and right, J. L. Cabaniss, Secertary of the Membership Committee of The Dallas Chamber of Commerce.



The 1961 Executive Council of the Membership Committee comprises the (left to right, seated) Associate Chairman James C. Henderson, Jr., New England Life Insurance Company; Chairman Robert B. Cullum, Tom Thumb Stores, Inc.; Associate Chairman Bill Shaw, District Clerk; (left to right, standing) John J. Hospers, Chance Vought Corporation; Gail Risch, Carrier-Bock; Gus Bowman, Exchange Bank & Trust; David D. Locker, Locker Enterprises; James L. Cauthen, Federal Reserve Bank; Dawson Sterling, Southwestern Life Insurance Company; Asher Dreyfus, Jr., Linz Jewelist; Charles J. Barrett, Jr., The Jack Wyatt Company; and James K. Allen.

off" luncheon, and a total of 6½ hours membership solicitation during April.

The Board of Directors of the Dallas Chamber of Commerce takes great pleasure in thanking the following veteran members, who this month added to their investments in Greater Dallas by substantially increasing their annual Chamber of Commerce dues:

Irion, Cain, Cocke & Magee, 820 Mercantile Bank Bldg., Frank Cain, (Roger Harris)

Climate Supply Company, Inc., 2332 Valdina, Charles R. Lee, Ray F. Polley (Wm. C. Simpson)

Cary-Schneider Investment Company, 331 Medical Arts Bldg., E. H. Cary, Jr. (Roger Harris)

Trophy holders as of January 31 this year were: (left to right) Vice Chairman, section No. 8, Asher Dreyfus, Jr., Linz Jewelist, holding third place President Avery Mays Trophy; E. Stanford Parr, section No. 2, second place President Avery Mays Trophy; and Wm. C. Simpson, section No. 4, first place President Avery Mays Trophy. David D. Locker, Vice Chairman of section No. 4, winner of the 1960 "Top Hand of the Year," takes over possession of the 1961 Top Hand Trophy for the first month.





#### lew Committeemen

New members of the Dallas Chamber of Commerce include the following firms:

#### Manufacturing

Dee of Dallas, 3214 King's Road; Miss Doris Bond (Richard Ingram)

International Optical Co., 1307 Motor St.; Bill C. Benedict (W. R. Conklin)

#### Hotel, Motels and Restaurants

Executive Inn Motor Hotels Corp., 3232 W. Mockingbird Lane, Wm. J. Altendorf (Dick Ingram)

#### Individual

Col. Frank N. Graves, USAF, U. S. Naval Air Station.

#### Radio

Radio Station KRZY, Cliff Tower Hotel; Carter Jones (James W. Layne)

#### **Employment Counselors**

Careers, Inc., 1702 Commerce; Lloyd B. Lewins and Alfred Czerner (David Locker)

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#### Contractor

Marble International, Inc., P. O. Box 7412; Arthur L. Bissonnette (John J. Hospers)

#### **Distributors**

Shell Oil Company, 8130 Carpenter Freeway; W. J. Harrell (Roger Harris)World Gift Co., Inc., 845 Regal Row; Dick Kelly (David Locker)

#### Retail

Abbey Manufacturing Co. of Texas, 3105 Commerce; H. W. Harris (E. S. Parr)

Inland Skipper, Inc., 10240 Harry Hines; R. L. Wheelock, Jr., J. D. Watson, Jr. and John Pugh (Bill Simpson)

Zora's Liquor Store, 2914 Oak Lawn Avenue; G. W. Morgan (Wm. Flatt) Two new members of the Dallas Chamber were at the February luncheon. Left: Eli Schepps, representing pioneer family, starts a new Dallas business, Eli Schepps Wholesale Company; and Bob Thomas, District Sales Manager, Motorola Semi-conductor Products, a new-comer to Dallas, also representing another big new Dallas enterprise.



#### **Professional**

Adams & Adams, 701 Exchange Bank Bldg.; Moffatt Adams (Jack Gidcumb)

Ed Benedict, Photographer, 11409 Lippitt Drive (Richard C. Ingram)

DeGolyer & MacNaughton, 5625 Daniels Avenue; E. R. Scott (David Locker) Ratliff-Irvy-Purdy, 2011 Cedar Springs, Suite 201; Harold Ratliff, Jerry Irby and James M. Purdy

H. J. Warkentin, M.D., 3605 Routh St. (Wm. Flatt)

Don M. Murdoch, 303 Empire Bank Bldg. (James Cauthen)

Robert W. Hollin Land Planning, Inc., P. O. Box 11172, East Grande Station; Robert W. Hollin (Paul White)

Wm. Langley, Inc., 1400 Slocum; Wm. Langley (Gus Bowman and Bill Craig)

Robert S. Trotti, 2525 Fid. Union Tower Bldg. (Jack Gidcumb)

(Continued on page 36)



"Big Bull" award goes to seven-time Life Member John J. Hospers, Chance Vought Coporation, sponsor of over 1,000 Chamber memberships. This special award was given by individual committeeman Bill Flatt, (left) owner of the Marinellor Beauty College. Also, he gave a "Little Bull" award to the latest 1960 Life Member, James K. Allen, First Assistant District Attorney, Dallas County.

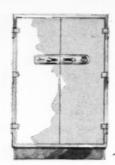


Ted Wurschmidt, (left) Homemaker Liberty League, is the 100th Chamber member sponsored by E. Stanford Parr within a twelve consecutive month period. Mr. Parr, the forty-second Life Member in the history of the Dallas Chamber, shows his gold card awarded by the Chamber of Commerce Board of Directors.

Associate Chairman Bill Shaw welcomes a group of new Chamber members and new appointees to the 1961 Membership Committee who were present at the February luncheon. A total of 254 members joined The Chamber since January 1.



# VING HUNDREDS OF DALLAS KNOX at TRAVIS



#### **MOSLER Safes**

For Protection of Vital Records or Valuables Against Fire or Burglary in Home or Office

Money Safes; Wall Safes; Floor Safes; Vault Doors

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of the DOWNTOWN Shopping District

Leading Department and Specialty Stores within One Block

FREE parking while You

BANK and SHOP (One Hour Limit)



1808 Main Street . RI 2-4381 Member F.D.I.C. • Federal Reserve System

#### MEMBERSHIP



Among new committeemen are Eugene T. Martin, Dallas Times Herald; Carl Scott, Volk Bros. Company; Jim Briggs, Underwood Corp.; Herbert Lee, Phil Schepps Distributing Company, and Charles Cricks, Midas Muffler Shop.

#### Additional Committeemen Appointed in February to the 1961 Membership Committee By President Avery Mays

Section No. 1

Vice Chairman Gus Bowman

William Craig Loyd V. Devenport G. Robert Durham W. A. Fitzhugh

Herschel V. Harder Charles F. Hinton, Jr.

Graeme Hunter

Chet Jasper Lee R. Kilgore

DeWitt Ray, Jr.

#### Section No. 2

Vice Chairman Jim Canthen

Dan L. Beaird

John D. Gill Tom F. Hill

Howard Lacek

Tom Sands

Gordon Stuart

Kenneth J. Tapley

Ralph E. Webb

#### Section No. 3

Vice Chairman Gail Risch

Joe Acker

Billy R. Carter

J. C. Cochran

Jerry Hubbard

Curtis Innerarity

D. B. Kleinschmidt

M. J. Mittenthal

Malvin Morton

#### Section No. 4

Vice Chairman David Locker Jim Eidson

J. Herschel Fisher

#### Section No. 5

Vice Chairman Dawson Sterling

Harold R. Coffman

Bill F. Griffith

Peirrepont Harrell

Eugene M. Koch

Dale Reynolds

Harwood K. Smith

#### Section No. 6

Vice Chairman James K. Allen

George Bates

Mike Dohearty

Frank T. Dooley

D. G. Fox

Lamar Hunt

Charles Ingram, Jr.

Snowden M. Leftwich, Jr. Clifton Moss, III

Dick Potter

James L. Quick

#### Section No. 7

Vice Chairman Charles J. Barrett, Jr.

Bill C. Butler

Denny A. Denny

Bruce George Bruce Hedrick

Sam Hubbard

Ben F. Irby

DeWitt L. Knapp Jim O. Lawley

**Edward Marcus** 

Ralph E. Tinkle

Jim Willows

V. R. Standley

#### Section No. 8

Vice Chairman Asher Dreyfus, Jr.

F. M. Carlson

Karl Lambertz

Carl Scott

#### Committeeman of the Month



WM. C. SIMPSON

Bill Simpson is a native Dallasite and graduate of Austin Coilege in Sherman in 1953, where he lettered in three sports. He did graduate work in finance at S.M.U. Before spending two years in the armed services, Mr. Simpson was Branch Manager for one year with National Bankers Life Insurance Company of Dallas; his first full month with this company he led all other agents in production.

Bill was in the mining business for three years as President of American Mills, Inc. Presently he is Vice President of Simpson Printing Company. He is one of the organizers and principles in two sales companies; Hot Water, Inc., which has a sales franchise on Weben KopperTherm commercial hot water systems (manufactured by Weben Industries of Dallas); and Automat Distributors, Inc., which has a three-state sales franchise through Graybar Electric Company of Dallas on the Hotpoint commercial washer, as well as a four-state franchise on the Lauderama commercial and domestic washers (manufactured by Ling-Temco of Dallas). Bill's pet project is the development of a large luxury resort hotel at Lewisville's 600 acre park which, according to Bill, is destined to become the "playland" of the southwest

Bill is an active member of the Spur Club, the booster organization of the Dallas Texans Professional Football Club and was one of the top sellers of season tickets.

Bill joined the Membership Committee the first of the year and qualified for a "Top Hand Award" the first month. He sponsored sixteen Chamber memberships in February which earned him the "Committeeman of the Month" award.

OLIVETTI Calculators and

#### OFFICE MACHINES

EWING CO., INC. 2805 GASTON -- Call TA 1-2358

· Individual Insurance Service

- · 12 Years Experience with C. M. L.
- · Quality Contracts at Low Net Cost Insure Your Human Life Value With Personal and Business Life Insurance

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Mike Massad Agency 1820 Adolphus Tower - Dallas RI 2-9123

standard

components



AMORY G. OLIVER C.L.U. Agency Supervisor





the modern businessman's department store ... where SERVICE is the by-word!

for private and general offices. New ECHELON, by Globe Wernicke, offers you the warmth of wood, the strength of steel, the smartness of aluminum, and the efficiency of plastics. Choice of laminated plastic or wood tops . . . natural-finish aluminum legs . . . broad selection of decorator colors-or facades of laminated plastic or exotic woods for pedestals and cabinets. See of office elegance.



#### OFFICE SUPPLIES . FURNITURE . FIXTURES

A Dorsey Company representative can help you plan your entire office before you spend a nickel. In addition to printing, Dorsey carries everything you will need in the way of furniture, fixtures, and office supplies. If you're planning a new office or merely need a box of paper clips, call

the DORSEY company

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#### PRIME MOVER

- · Gasoline powered
- · Pneumatic tired
- Burden carrier
- · Automatic transmission
- · Air cooled engine
- · Hydraulic brakes

INDUSTRIAL E EQUIPMENT CO.

1410 South Akard .

Dallas • RI 8-5055

# ARE YOU a TOUGH CISTOMER



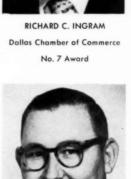
Actually we don't know if our customers are tough, or if this is just a tough business . . . we suspect it's a little of both . . . we do know, however, that the tough jobs get produced, on time and right! The customers must be happy because about 90% of our business is repeat business and we still have our first customer . . . been with us 35 years. We are good printers with a pleasant, productive shop . . . you can find out for yourself by dialing R1 7 8631

PREWITT PRINTING CO. 145 PAYNE STREET, DALLAS / FINE PRINTING SINCE 1926

# TOP HANDS...







GUS BOWMAN Exchange Bank & Trust

No. 1 Award



BILL CRAIG Exchange Bank & Trust No. 1 Award



DAWSON STERLING Southwestern Life Insurance Co. No. 7 Award



ROGER HARRIS Republic National Bank No. 2 Award



WM. C. SIMPSON Wm. C. Simpson Enterprises No. 1 Award

#### (Continued from page 33)

John Bob Cunningham, 467 Rio Grande Bldg. (Charles Cricks)

Town and Country Vending Service, 2406 North Haskell, Robert Roland (Charles Ingram)

Dallas Chapter W.A.A.B.I., 11439 Chicot Drive, Mrs. Virginia Gatlin (Herbert

Homemakers Library League, Inc., 1105 National Bankers Life Bldg.; G. T. Wurschmidt (E. S. Parr)

Mar-San Incorporated, 3505 Turtle Creek; Miss Marie K. Murphy (Phil Johnson)

Mercury Freight Lines, Inc., 1300 South Lamar; Fred Clarke, Jr., (David Locker)

### Membership-

Federal Services, Inc., 804 Thomas Building; Norman Abbott (E. S. Parr)

The Trigon Company, Inc., 2020 Live Oak; Robert Bouchard (Mike Mulholland)

The Handyman, 221 Preston Royal Center: W. A. Wiese (Wm. Flatt)

#### Contractors

Charlie Cross Landscape Company, 1231 Exchange Bank Bldg.; Charles A. Cross (Wm. C. Simpson)

Falcon Engineering Company, 1221 4th St.; David Grayson, (E. S. Parr)

#### Wholesale

A & M Photo Shop, 2415 Inwood Rd.; G. Ross (E. S. Parr)

Vinson Supply Co., 10966 Harry Hines; W. O. Jones (Admiral A. C. Olney)

Airotex Company, 7204 Parwelk; Wayne Hood (Bill Craig and Gus Bowman)

American Distilling Co., 4807 Allenerest; Julian Kahn (Herber tLee)

Frank Haile & Associates, 2650 Freewood Drive; Frank Haile, Jr. (Bill Craig and Gus Bowman)

Beauticians Supply, Inc., 711 North Haskell; J. L. Griffiths (Wm. Flatt)

CIBA Pharmaceutical Products, Inc., 400 Exchange Bank Bldg.; Harvey W. Seay, Jr. (J. A. Pott)

Jack Daniel Distillery, 2721 San Medina Drive; M. Ray Hearne (Herbert Lee)

Seagram Distillers Company, 2240 Springhill Drive; Jack Tracy (Herbert Lee)

Walt-N-Sal Sales Company, 1337 Cramton; Walter J. Johnson (Bernard Rathheim)

### Service Organizations

American Association of OilWell Drilling Contractors, 211 N. Ervay Bldg., Warren L. Baker (C. E. Louden)

Foto-Listing, Inc., 1824 N. Industrial; Bill W. Solley, (Richard Ingram)

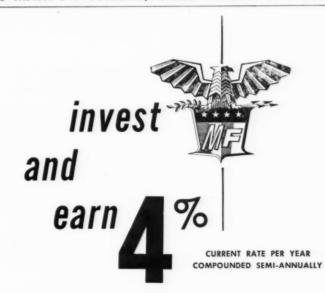
Lomo Alto Barbers, 4138 Loma Alto; C. J. Walden (Col. Frank Holmes)

Smitty's Airfreight Expediting Service Company, 2707 Love Field Drive; (Gus Bowman and Bill Craig)

FLEGTROTYPERS SAM ROSS MCELREATH CO.









Metropolitan Fl

FEDERAL

SAVINGS & LOAN ASSOCIATION 1400 MAIN STREET + DALLAS 2. TEXAS - RI1-5101

### Manufacturing

Motion Controls, Inc., 1905 Plantation; Glenn Witts (E. S. Parr)

W & S Precision Finishing Company, 1800 Cockrell St.; J. W. Stamey (E. S. Parr)

Woody West Upholstering Studio, 5603 Maple Avenue; Woody West (Wm. C. Simpson)

Texas Awning & Tarpaulin Company, 5321 Maple Avenue; J. D. Green (Jack Hospers)

#### Real Estate

Frances M. Smith, 5640 Vanderbilt (John Mynett)

D. H. Houseman Realty Company, 1505 Federal Street; Don M. Houseman (C. E. Louden)

Pioneer Mortgage & Real Estate Company, 512 Cotton Exchange Bldg.; Preston Hale (Ben Gee)

#### Construction

Tex-Mech, Inc., 2402 Stutz Drive; John W. Harrington (Jim Cauthen)

R. B. Stovall Construction Company, 6300 North Central Expressway; Floyd Chapman (E. S. Parr)

Griffin Engineering Company, F. C. Griffin, 2720 W. Mockingbird Lane (Jim Cauthen)

Robinson Engineering Company, 2650 Freewood; C. C. Robinson (E. S. Parr)

#### Individual

Carl Hayes, 4138 Wycliff (Gus Bowman and Bill Craig)

T. A. Vines, Sr., 408 South Beckley, (Avery Mays)

Kenneth Lowe, Shearson, Hammill & Company, Fidelity Union Tower (Roger Blackmar)

C. L. Tatum, 1302 Main Street (Robert Cullum)

Robert M. Allen, 1324 Exchange Bank Bldg. (Bob Greenwald)

#### Insurance

Jeff H. Hooker Agency, 2332 North Henderson Avenue; Jeff H. Hooker, Jr. (Charles Cricks)

Wilson-Welch & Company, 204 American Bank & Trust Bldg.; Carie E. Welch (Wm. C. Simpson)

Luther M. Jordan Company, P. O. Box 6566; L. M. Jordan, Jr (Charles Cricks)

Pan American Life Ins. Co., 301 Meadows Bldg.; Harold C. Patman (Jack Gidcumb)

#### Restaurant

Carroll Waffle Shop, 116 South Carroll; E. R. Perdue (Jim Henderson)

Gaston Plaza Waffle Shop, 4213 Gaston Avenue (Jim Henderson)

Little Bit of Sweden, 254 Inwood Village; W. M. Murphy (David D. Locker)

Oak Lawn Waffle Shop, 3101 Oak Lawn; Jim Leathers (Jim Henderson)

Pal's Industrial Waffle Shop, Inc., 1606 North Industrial (Jim Henderson) Cotton Bowling Palace Restaurant, 3417 Inwood Road; Victor C. Domino (Jim Henderson)

#### Motel

Holiday Inn Central, 4010 North Central Expressway; John R. Manser (Dawson Sterling)

#### **Amusements**

J. N. Kennedy, Inc., 211 North Ervay Building; Jack Kennedy (Gus Bowman and Bill Craig)



"As a secretary, I always feel my best when I look my best."

— Helen Harrison, Secretary for Winston Castleberry, President of Service, Southwest Airmotive

Oak Lawn at Cedar Springs

Orchid Shop FASHIONS FOR WOMEN
— with men in mind

# Women in BUSINESS

By Larry Grove



**Ernestine Parker** 

There is a chance, of course, that someone might find a profession that is more ruggedly competitive than the advertising agency business.

The same long odds would hold if one were to look for a background less likely to success than the one Mrs. Ernestine Parker brought into the profession 16 years ago.

Yet the quiet, svelte businesslady — media director for the respected and able Tracy Locke Agency — is recognized inside and outside her own agency as one of the agency's prime assets.

By everything that is logical, Mrs. Parker might have been expected to have been a Salvation Army officer. She grew up in a home in which both parents were active Salvationists. She played the mandolin, the tambourine, the alto horn—and performed the myriad works of mercy for which the Army is so well known.

"My father always insisted I attend the Salvation Army services. I don't believe I was cut out for the difficulties of the work.

"It has been helpful to me," said the tall and personable lady.

Certainly it afforded her an opportunity for travel: from her birthplace at Arkadel-

phia, Ark. to Mexia, Texas, to Dallas, to Wichita Falls, San Antonio, Atlanta, Ga., Cincinnati, Philadelphia, and Los Angeles.

Of all the cities, she said, "In all truth, I must say I like Dallas best."

If the reader's impression of life in an advertising agency is bounded by movie screen versions of zany men in grey flannel suits running ideas up flagpoles to see if anyone salutes them, then it would be hard to see Mrs. Parker's importance to the agency.

But the agency — as any other successful business — sometimes acts quite un-Madison Avenue. It proceeds in a businessnesslike way, steering advertisers onto courses designed to help them sell what they have to sell — a product, a name, or an idea.

Mrs. Parker plays her quite important role quietly; her colleagues are amazed at her capacity for work.

As director of media, Mrs. Parker heads a department of 12. Her department supplies the ready data from which clients and the agency's account men decide the most effective use of the client's advertising dollars.

Mrs. Parker must keep current her storehouse of knowledge on all advertis-

ing media — including newspaper, magazine, radio and TV outdoor or billboard, and others.

Once the client — with advise from the account men — approves a sales campaign, it is again in Mrs. Parker's domain to schedule the advertising where it will do the most good.

She does this through comparative and elaborate study of latest radio and TV listening surveys, including Hooper, Neilson, Pulse and others; she has at her fingertips evaluation of coverage and proven effectiveness of advertising in newspapers, magazines and trade journals. Her experience, then, pays dividends for customers of her client's products and the client.

Waste of the advertiser's dollar is cut to the lowest possible minimum because of her trained and, possibly, born knack of advertising bargain hunting.

Away from the busy life of advertising scheduling, of ratings and circulation and prime listening times, Mrs. Parker enjoys playing piano, and outdoor picnic, or horseback riding. Springtime finds her enthusiastic for work on the shrubs at her home in northwest Dallas.

# Advertising Week

# Top National Figures in Advertising and Government Participate in 1961 Dallas Observance.

Three major meetings featured Dallas' 1961 observance of Advertising Week. First of these was a joint meeting of the Dallas Advertising League and the Kiwanis Club of Dallas in the Cactus Room of the Hotel Adolphus February 7. Featured speaker for this occasion was James B. Briggs of New York, Executive Vice-President fo Erwin Wasey, Ruthrauff & Ryan, one of the nations top advertising agencies.

Special guests were the winners of an advertising editorial contest conducted among some 400 journalism students in Dallas County High Schools and their teachers. Each of 17 individual school winners was presented an encyclopedia. Ann Lander, a student at Thomas Jefferson High School was presented a special prize as the first place winner. Her editorial will be entered in the National AFA Contest. The national winner will receive a \$500 cash prize and an all-expense trip to the 1961 AFA convention in Washington, D. C., next June.

On February 14, the Ad League staged a dinner in the Century Room of the Adolphus featuring a Jerry Segal Revue, produced especially for the occasion. This advertising revue, called "The Pursuit of Happiness," featured Ann Benson, Ann Hite, Pixie Hopkin, Dally Soldo, Marty Ross, David Harris, Rod Stark and Gene Lindsay.

A special feature was the presentation to Tom L. Jaggars, chairman of the board of Jaggars-Chiles-Stovall, of the Advertising Federation of America—Printer's Ink Silver Medal for outstanding contributions to advertising in Dallas.

Wind-up event of Advertising Week in Dallas was the joint meeting of the Dallas Advertising League with the Rotary Club of Dallas in the Terrace Room of the Baker Hotel Wednesday, February 15. Held in connection with the annual meeting of the Better Business Bureau of Dallas, the meeting featured Earl W. Kintner of Washington, retiring Chairman of the Federal Trade Commission, as principal speaker. He spoke on the subject: "Advertising Self-Regulation in Dallas — A Challenge to Capitalistic, Competitive Free Enterprise."

Clifton Blackmon, former Ad League president and vice-president of the First National Bank in Dallas, was chairman of Advertising Week. Will H. Rogers, also a former Ad League president and an information executive for Southwestern Bell Telephone Company, was chairman of the high school editorial contest. The selection committee for the AFA-Printer's Ink Silver Medal was headed up by Ira DeJernette of the DeJernette Advertising Agency, who was the 1960 Awardee.

Tom Jaggars, second left from microphone, board chairman of Jaggars, Chiles, Stovall and 1961 recipient of *Printers Ink* Silver Medal Award, with members of the Jerry Segal Revue, featured at Ad League black tie party held on Feb. 14 at the Adolphus.

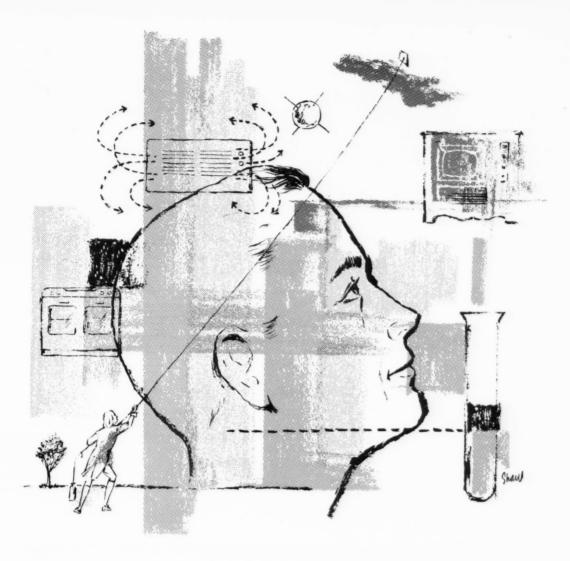


Lloyd Price, right, Ad League president; Will Rogers, contest chairman; James R. Briggs, executive vice-president; Erwin Wasey, Ruthrauff & Ryan; and Ann Lander, editorial contest winner, shown at Ad League-Kiwanis Club joint meeting.



Earl W. Kintner, center, retiring chairman, Federal Trade Commission; Duffield Smith, left, Dallas Better Business Bureau executive vice-president; and Lloyd Price at joint Rotary-Ad League meeting that wound up Advertising Week Observance.





# Of Genius, Kites and Satellites...

One of the marvels of man is his capacity to invent, to create, and to build. Yet, genius in these fields is limited to a mere handful of the world's people. How to make the products of this creative and inventive genius available to all the people is a problem which faces every industrial nation. If a solution is not found . . . the nation will not prosper.

The United States now enjoys one of the highest standards of living in the world because it has been able to spread the fruits of its genius into every corner of the nation. How was the problem solved? Largely, through advertising.

Advertising takes the inventor's dream out of his shop and places it in your home. The auto-

matic range . . . television . . . the ball point pen . . . all those things that make life easier and give us more time for progress. Without advertising to acquaint consumers with the availability of these products, and stimulate a desire for them, they would now be but a pile of material and tubes and wires and blueprints upon the inventor's bench. Benjamin Franklin's kite would have flown for nothing.

Those of us who have neither the ability nor the time to build our own television sets . . . electric ranges or satellites . . . owe a debt of gratitude to advertising, and the many forms of wealth it provides us all.

This Message in the Interest of Better Advertising

# TED WORKMAN ADVERTISING, INC.

8800 Harry Hines, Dallas

Member of: American Association of Advertising Agencies • Affiliated Advertising Agencies Network



# FIFTY-EIGHTH ANNUAL STATEMENT

**DECEMBER 31, 1960** 

# REPUBLIC INSURANCE COMPANY

DALLAS, TEXAS

#### Republic Writes Direct Agency Business in the **Following States**

Arizona Arkansas California Colorado Connecticut Delaware Illinois Indiana Iowa Kansas Kentucky Louisiana Maryland Michigan Minnesota Mississippi Missouri New Jersey New Mexico New York North Carolina Oklahoma Oregon Pennsylvania Tennessee Texas Utah Virginia Washington Washington, D. C. West Virginia

# REPUBLIC INSURANCE COMPANY

#### **ASSETS**

Cash in Banks and Offices .					.!	\$2,743,070.52
*U. S. Government Bonds						5,121,930.66
*State Bonds						1,148,160.23
*Municipal Bonds						7,876,380.82
*Public Utility Bonds						3,000.00
*Industrial Bonds						5,700.00
Mortgage Loans						534,389.50
Collateral Loans						93.370.05
Savings and Loan Investments						
†Public Utility Preferred Stocks						
†Industrial Preferred Stocks .						
†Bank Stocks						
†Insurance Stocks			Ċ			1 627 545 00
Vanguard Insurance Co. (a wi						21021,1010101
Subsidiary)						4 406 242 25
†Railroad Common Stocks			•		Ċ	46,300.00
†Public Utility Common Stocks						
†Industrial Common Stocks .						
Agents' Balances (Not over 90						
Premium Notes						
Home Office Building	•		•	•	•	
Eastern Department Building			*		*	201.712.91
Pacific Coast Department Build	dia.		*		•	257,063.60
Pue from Beingurges	3111	g.	*		*	806.375.79
Due from Reinsurers						284,496.91
Other Assets			*			204,490.91

# LIABILITIES Unearned Premium Reserve . . . . \$23,297,497.43

Reserve for Losses									1,220,503.76
Reserve for Taxes.							,		1,024,698.49
Other Liabilities .									1,306,329.42
Contingency Rese	rve			\$9	,61	4,9	75.	90	
Capital:									
Preferred \$ 70									
Common 4,50	0,0	00.	00	5	,20	0,0	00.	.00	
Earned Surplus .				5	,67	0,8	21.	12	
Policyholders	. 0	urr	dire						20 485 797 02

\$47,334,826.12

ortized
ue as established by Insurance Commissioners Committee on Valuation of Securities.
resents excess of market value of stocks over cost.
S. Government bonds of the par value of \$1,940,000.00 are on deposit with the Insurance Departments of various states in accordance in legal requirements.

\$47,334,826.12

#### Republic and Vanguard Write the Following Coverage

Fire Extended Coverage Windstorm Tornado Hail Inland Marine Physical Loss Broad Form Riot Civil Commotion Rents Explosion General Liability Burglary Earthquake Comprehensive Personal Liability Homeowners

#### VANGUARD INSURANCE COMPANY

#### ASSETS

Cash in Banks					.\$ 824,869.70
*U. S. Government Bo	nds				. 3,652,096.54
*State Bonds					. 346,865.18
*Municipal Bonds					. 708,098.25
Collateral Loans					. 283,245.55
Mortgage Loans					. 296,517.12
†Public Utility Preferr					
†Industrial Preferred					. 180,250.00
†Common Stocks					. 173,440.00
Agents' Balances (No					. 400,952.36
Premium Notes					. 1,121,952.08
Due from Reinsurers					. 284,242.03
Other Assets					. 49,227.03
					\$8,944,005.84

#### LIABILITIES

Unearned F	ren	niu	m	Re:	ser	ve						\$2,823,082.05
Reserve for	Lo	sse	S									1,133,402.00
Reserve for	Ta	xes										178,746.23
Other Liabi	litie	25										402,533.31
:Continge	ncy	Re	ese	rve	١.		\$	5	6.6	28.	87	
Capital.							2	.000	0,0	00.	00	
Surplus							2	.349	9,6	13.	38	
												4,406,242.25 \$8,944,005.84
												38,344,005.84

ortized ue as established by Insurance Commissi uation of Securities. stion of Securities.

seents excess of market value of stocks over cost.
Government Bonds of the par value of \$789,000.00 are on
sit with the Insurance Departments of various states in ac-

HOME OFFICE: - 2727 Turtle Creek Blvd., Dallas, Texas

Eastern Department 110 Fulton Street New York 38, New York

Central Department (Chicago) 6819-21 West North Ave. Oak Park, Illinois

OVERA

HALF CENTURY OF PROGRESS

# NEWS SPOTLIGHT



# Young Memorial Home Expands Its Operation

The C. C. Young Memorial Home, a 34-year-old Methodist home for the aging, is expanding its operation with this complex of modern buildings on a wooded tract at Mockingbird Lane and Lawther Drive. Five residential structures will be built initially on the 24-acre site and future plans call for the addition of at least two more buildings. Construction is scheduled to begin this spring with completion within a year. The present home at 1431 Stemmons Avenue will continue in operation.

# Civic Leaders Organize Citizens for Sales Tax Committee

With civic leaders and clubwomen at the helm, Dallas this month organized a local Citizens For A Sales Tax committee to work with others throughout the state in urging prompt action by the Legislature to finance education, welfare and other state needs in Texas.

William B. (Bill) Ruggles, dean of North Texas newspapermen, has accepted the chairmanship of the Dallas County group. Mrs. Stathakos Condos, prominent clubwoman, will serve as co-chairman. S. J. Hay is chairman of the steering committee and J. D. Brewer is state representative from the Eighth Senatorial District. The committee will include chairmen to be appointed in all suburbs.

The Dallas County group will conduct an intensive public education program to acquaint local citizens with the necessity of adequate taxation to finance state obligations and the wide preference for a broad-based sales tax as the fairest means of obtaining the necessary revenue.

Local offices have been set up in room 210, Great National Life Bldg., 1604 Main St., from which volunteer workers will distribute literature, organize a speakers' bureau to address all service clubs and business organizations and enlist support of individuals and groups. Volunteers willing to give their services are asked to call the offices, RI 2-7056.

The State is \$63 million in debt," Mr. Ruggles declared. "To cover this deficit and also to meet education, welfare and

other needs, new revenue must be obtained. A retail sales tax is fair to everyone, and just as important, it is the only form of taxation proposed that will raise the amount of money needed."

The county chairman said that polls, conducted by newspapers showed that the people overwhelmingly endorse a retail sales tax. "In El Paso, the people favor a retail sales tax over other types of taxes by a majority of five to one. In Amarillo, the margin is four to one."

"A retail sales tax is not a general sales tax," Mr. Ruggles declared, "because it would apply only to the last sale, and not on more than one level of transaction. "A retail sales tax is a growth tax under which revenue would show a steady growth in good times and only a reasonably modest rate of decline in a recession."

Endorsements of a broad-based sales tax as the fairest and best means of obtaining the necessary funds have already been made, Mr. Ruggles reported, by the Chambers of Commerce of Dallas, East Texas, South Texas and West Texas; the Texas Society of Daughters of American Revolution, the Dallas Public Affairs Luncheon Club, Texas Industrial Conference, Texas Cotton Ginners Association, Texas Furniture Association, Texas Hardware and Implement Association, Texas Dairy Products Association, Texas Manufacturers Association, Texas Butane Dealers Association and Texas Restaurant Association.

where there's a need ...there's a way, at



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Muzak

16 AGGRESSIVE DALLAS COUNTY

BANKS NOW USE MUZAK

East Dallas Bank and Trust Co. **Empire State Bank of Dallas** Federal Reserve Bank in Dallas First National Bank in Dallas First National Bank in Garland First National Bank in Grand Prairie First Bank and Trust in Richardson Hillcrest State Bank Lakewood State Bank Mercantile National Bank National Bank of Commerce Northwest National Bank of Dallas Park Cities Bank and Trust Company Preston State Bank Republic National Bank Texas Bank and Trust Company

Total Resources of these banks exceed 2.8 billion dollars Total Deposits of these banks exceed 21/2 billion dollars

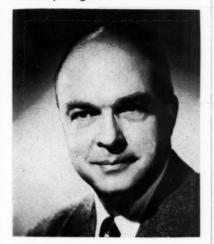


Sixteen of Dallas County's banks now use the soothing services of Muzak for better customer relations and to effect a more creative atmosphere within which employees work. Is your business missing Muzak? For details or additional information, please give us a call.

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Over 15 years of service to more than MUZAK 400
Dallas Business Concerns



JONSSON

### Erik Jonsson Presented Linz Award.

J. Erik Jonsson, chairman of the board of Texas Instruments, Inc., has been named recipient of the 1960 Linz Award.

Mr. Jonsson was cited by James H. Bond, award selection committee chairman as: "A great Christian, a great industralist, a great civic leader and a great humanitarian."

He was named specifically for his work with five Dallas groups: the Graduate Research Center, Dallas Pilot Institute for the Deaf, Dallas Foundation, Dallas Symphony and the Hockaday School.

During the past year he served as board chairman for all these organizations and also worked on 15 national and state boards or committees during 1960.

\*

Public Library Friends Launch Membership Drive. The Friends of the Dallas Public Library this month launched its annual membership drive.

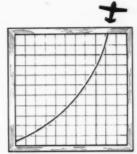
Mrs. Jack Hyman, president of the organization, has reported that this year funds raised by membership fees (starting at \$2) will be used primarily to help the branch libraries.

In the past the Friends of the Library have been instrumental in acquiring books and manuscripts, and furnishing and buying books for the rare book room in the main library. They have also financed a branch libraries survey and helped sponsor the first bookmobile.

# Send sales soaring in '61

# Beechcraft

Finest of American Business Aircraft





All new 5-place

Want more sales in '61? Then do as many aggressive firms are doing; broaden your scope of operations, extend your sales territory with a Beechcraft airplane. A Beechcraft is a business-producing, work-expediting investment for increasing business and staying ahead in today's competitive world. Call or write for detailed, illustrated literature.



4-place 185 mph Debonair



4-place 195 mph Bonanza



5-place 200 mph Travel Air



7-place 223 mph Twin Bonanza



6 to 8-place 239 mph Queen Air



To 9-place 215 mph Super G-18

Sales — Service — Leasing — Financing — Flight Instruction

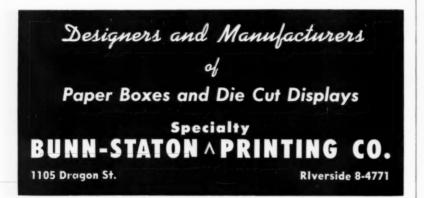
# J. R. Gray Company

Beechcraft Distributor-Dealer

Love Field, Dallas — FL 7-3971 • Addison Airport, Addison — AD 9-2562

61





# **News Spotlight-**

# Chamber Lists Complete '61 Public Health Committee

In the February issue of DALLAS, several names were omitted from the list of committee members for the Chamber's 1961 public health committee.

The complete list of the members of this important Dallas Chamber of Commerce committee follows:

A. J. Gill, M.D., Chairman Milford O. Rouse, M.D., Vice-Chairman E. H. Barry J. W. Bass, M.D. Fred Brooksaler, M.D. B. B. Brown Howard C. Coggeshall, M.D. Charles M. Cole, M.D. Howard K. Crutcher, M.D. George Dana, M.D. Richard Dathe, M.D. Milton V. Davis, M.D. Ben Decherd, Jr. M. H. Gertz George Gray, M.D. Aibert H. Halff B. C. Halley, M.D. Millard Heath George M. Jones, M.D.

# PRINTING PAPERS W R A P OLMSTED-KIRK COMPANY I N G PAPER P DALLAS-FT. WORTH-WACO-HOUSTON A P E R S INDUSTRIAL PAPERS

### News Spotlight-

Harry B. McCarthy, M.D.
M. L. McDonald
Laurence Melton
J. M. Pickard, M.D.
Robert J. Potts, M.D.
Boone Powell
R. A. Self, D.V.M.
Earle W. Sudderth
P. C. Talkington, M.D.
Earle Williams, D.D.S.
James L. Cabaniss, Secreatry

\*

DeSanders Named Crusade Vice-Chairman. W. D. (Bill) DeSanders, president of Lone Star Cadillac Company, has been named vice-chairman of the 1961 April Cancer Crusade in Dallas County.

The education and fund-raising drive will begin here Saturday, April 1. The minimum campaign goal for this year is \$175,000 in Dallas County, while the National American Cancer Society has announced an "unlimited goal."

Funds are used in Dallas for local service, research, education and clinic support, in addition to financial backing of the national program of the American Cancer Society.





# DALLAS UNION SECURITIES Co., INC.

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Midwest Stock Exchange
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# Thank you, Dallas for twenty-five years of progress!

This quarter century
of growth is best appreciated
by the fact we continue
to serve many
of our original customers.

LAURENCE R. MELTON • FRANK MELTON



# AVIATION

### Mexicana Airlines Opens Office, Announces New Service April 5

Mexicana Airlines in March opened its new Dallas ticket office at 1903 Commerce Street, and announced that it will begin operating its new route between Dallas and Mexico City on April 5. Mexicana also expects to operate Dallas-Monterrey-Mexico City schedules several days per week.

Xavier Ojeda has been named Mexicana's Southwestern regional manager with headquarters at Dallas. His office is located at 1903 Commerce, directly across the street from the Statler Hilton Hotel.

Mexicana will become the first foreign flag airline to enter Dallas. Its entry was provided for in a bilateral air service treaty negotiated by the United States and Mexico in the summer of 1960. The Mexican Government subsequently designated Mexicana to operate the Mexico-Dallas route which the treaty provided for a Mexican flag carrier. Then the Civil Aeronautics Board held a proceeding to make formal determination that Mexicana was fit, willing and able to operate the route provided in the bilateral treaty. The CAB's decision also required the approval of President Kennedy, since it involved an international route.

Comet IVC jetliners will be used in the Dallas-Mexico City schedules. Departing Dallas at 1:30 p.m., the nonstop flight will arrive at Mexico City at 4 p.m. Departure from Mexico City will be at 8:30 a.m., with arrival at Dallas Love Field at 11:50 a.m. The northbound schedule will stop at San Antonio for customs clearance, pending completion of temporary facilities for Customs and related services at the Dallas airport. After the Customs facilities at Dallas have been completed, the northbound flight will operate nonstop also. Dallas-Mexico City schedules will be offered on Mondays, Wednesdays, Fridays and Sundays.

Mexicana also operates between Mexico and Los Angeles, San Antonio and Chicago.

Dallas Airmotive Announces New Facility. Dallas Airmotive, Inc., has announced the construction of a Rolls-Royce Dart Overhaul shop. Airline and corporate operators of the Grumman Gulfstream, Fairchild F-27, and Viscount have signed contracts for overhaul of their Dart engines.

Included in the Dallas Airmotive's services is a rental program.

#### Aviation-

### Trans-Texas to Begin Convair Flights from Dallas Love Field

Trans-Texas Airways will begin Convair flights from Dallas Love Field on April 1, according to James Cassady, district sales manager for the Houston-based irlines

Cassady said the company had taken delivery of one of a fleet of 22 Convairs being purchased from American Airlines. Two additional aircraft will be accepted on March 20, and two per month thereafter.

Dallas will receive benefit of the first Convair service.

TTA's Beaumont-Port Arthur, Lake Charles and Galveston segment will gain the new, pressurized, air-conditioned, 40passenger aircraft with the first flight departing Love Field at 9:00 A.M., Saturday, April 1.

The new service, operating non-stop to Jefferson County airport which serves Beaumont, Port Arthur and Orange, will have 14 minutes from the existing DC-3 nonstop flying time.

In May, Trans-Texas will provide additional Convair service from Dallas on the Rio Grande Valley routes. These flights will serve Fort Worth, Austin, Laredo and Harlingen and McAllen, Cassady said.

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Eye comfort can be a reality - if you will explain your job problem to your Eye Doctor — and to us.

> Bring Your Prescription to Us for Glasses

# MEDICAL ARTS . **GROUND FLOOR**



MARTIN THOMAS

# FAST DEPENDABLE SERVICE . . .

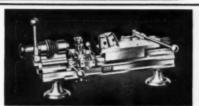
Pliers — Tweezers — Files

— Hand Tools — Equipment

— Supplies — Machinery
For precision manufacturing
and assembly
Precious metals and plating
solutions solutions Isothermal rhodium bath

CATALOGS ON REQUEST

Southwest SMELTING & REFINING CO., INC.



PHONE FOR REPRESENTATIVES VISIT.

TELEPHONE 1708 JACKSON STREET DALLAS RI 1-5513 FORT WORTH CR 5-8221 DALLAS 1, TEXAS

# INTRODUCING OUR NEW BINDERY GIRLS...

... and a few points in their behalf. Girls have never been exactly oblivious to flattery and the fact that they do gather fully automatically up to seven signatures and deliver five thousand completed books per hour is certainly a point in their behalf. By way of additional information their smart, trim, little group goes by the professional name of The Consolidated-Mueller Automatic Gatherer, Stitcher, and Three-Knife Trimmer, affectionately referred to as "The Girls." Would you like to take advantage of this plus in speed and service?



# COMMUNITY ACTIVITIES



LLOYD S. BOWLES

### Lloyd S. Bowles Heads Soroptimist Drive for Crippled Children's Camp

Lloyd S. Bowles, president of Dallas Federal Savings & Loan Association, will head this year's Soroptimist drive for \$50,000 to operate their crippled childrens' camp northwest of Lewisville.

Assisting will be Robert B. Cullum, last year's chairman, and Felix R. McKnight, both of whom will serve as co-chairmen; and Soroptimists Mrs. Marie Harcum, drive coordinator, and Miss Verlin Osborne, camp chairman.

The 1961 drive, to center again around the "Old Newsboys Day" theme, will be held April 17 and 18, with street sales of the special-edition Soroptimist *Clarion* the first day, and night sales in neighborhoods following the next day.

Special features of the drive will be the selling of papers by leading civic figures who were once newsboys and a colorful parade to emphasize the "walk for those who cannot" feature of the drive. The parade will be held downtown on the morning of the street sales, led by gaily-aproned hawkers consisting of Soroptimists, Jaycees, civic fathers, and others.

Camp Soroptimist, located on a 42-acre wooded tract in Denton County, 28 miles from Dallas, will accommodate more than 400 physically and mentally handicapped children in six two-week sessions this summer. Handicapped range from amputees to polio victims, to the cerebral palsied to the mentally retarded. Camp Soroptimist is the only Texas camp and one of the few in the nation which serves the latter group.

This year's total to be registered will number 75 more than last year's 325.

"Our goal," said Mr. Bowles, "is to reach the day when we need not turn away a single child. This is a heart-breaking thing to have to do, when you remember that these children attend this type of camp, or none at all."

Last year a crafts house and an infirmary were added to the physical plant, now valued at \$200,000.

Mr. Bowles is a director of the Salvation Army, the Dallas Chamber of Commerce and the Central Business District Association, Inc., and is past president of the Southwestern Savings & Loan Conference and the Texas Savings & Loan League.

He is on the executive committees of both the Federal Home Loan Bank of Little Rock, of which he is a director, and the U. S. Savings & Loan League.

Besides Mr. Bowles, Mr. Cullum and Mr. McKnight, newly-elected advisory board members are: W. D. Bentley, Wilson H. Brown, Dr. H. Gray Carter, William L. Carter, Jr., the Rev. Thos. J. Shipp, Aaron L. Colvin, Mrs. Stathakos Condos, Lanham Croley, John W. Cromwell, Jerome K. Crossman, L. C. Ferguson;

Also, Mrs. Earl Hayes, Dr. C. Zeno Holt, J. Erik Jonsson, Campbell Loughmiller, L. G. McLean, Mrs. Larry Nabholtz, Martin Ricker, Robert A. Ross, Paul Short, Dr. Maryhelen Vannier, Raymond Willie, Sr., and Angus G. Wynne, Jr.

# Easter Seals Promote \$120,000 Campaign for Treatment Center

On February 28 Easter Seals were mailed to residents of Dallas County soliciting their support of the Dallas Society for Crippled Children's Cerebral Palsy Treatment Center. The operating budget of \$120,000 is the goal of the drive. Mrs. Phil C. Friday is chairman for 1961.

The cerebral Palsy Treatment Center which began in 1947 with one patient, one doctor and one therapist, now has 750 patients and 22 staff members, doctors, therapists and professional workers, and volunteers.

The support of the center is derived solely from the sale of Easter Seals. The center receives no other aid; it is not connected in any way with any other drive, including the United Cerebral Palsy drive. The Treatment Center at 2312 Oaklawn is the only center in the Dallas area devoted primarily to the diagnosis and treatment of cerebral palsied children.

# Lithography is an art at Robert Wilmans

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REACTS WITH THE STEEL...

...eliminates underfilm corrosion in finished product tanks

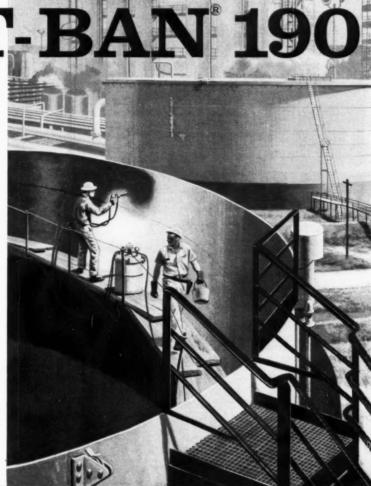
# HUMBLE I 190 RUST-BAN 190

This remarkable new coating bonds so perfectly to steel that you cannot discover an interface! The reason? Humble RUST-BAN 190 reacts *chemically* with the steel. The resulting bond is inseparable . . . completely eliminating underfilm corrosion.

The hard, abrasion-resistant coating of 100% inorganic zinc silicate is virtually impervious to the scraping action of floating roofs. RUST-BAN 190 is nonflammable, does not contaminate even high-purity products.

When properly applied and cured (with its companion RUST-BAN 195) RUST-BAN 190 provides many years of protection at far lower annual cost than any other type of coating!

For complete information about RUST-BAN 190 and other Humble Protective Coatings, call your Humble salesman or contact Humble Oil & Refining Company, Houston, Texas.





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# Inca Metal Product/ Corp.

CARROLLTON, TEXAS (suburb of Dallas), Dallas Phone CH 7-6141

#### TRINITY INDUSTRIAL DISTRICT



"Under the Skyline of Dallas

New Home of A and A SUPPLY CO., INC.

For information about the Trinity Industrial District consult your real estate broker or . . .

INDUSTRIAL PROPERTIES CORPORATION, 401 Davis Building, Dallas, RI 1-9424

# ampbell & (ampbell BUSINESS REAL ESTATE

1803 Commerce Street Dallas Riverside 7-0033

# **Federal Community**

(Continued from page 21)

Dallas qualifies as the regional center because of the character of the work done by Dallas-based agencies, not by the number of people they employ. The DAL-LAS Magazine survey found many instances of only a few dozen people in a Dallas regional headquarters directing a multi-state area with many of their subordinate operations larger than the Dallas administrative offices.

The average annual income of Dallas Federal employees is further proof of the importance of Dallas as a management center. While the average salary of a Federal civilian is slightly over \$5,600, the average salary paid a Dallas-based Federal employee is almost \$6,000. Leaders of the local Federal Community attribute this higher average to the relatively greater number of professional/technical and highly skilled people in the Dallas group. A high percentage of the men and women in the Dallas Federal Community are career people with years of experience.

Comparison of Federal employment on a worldwide scale and in the Dallas Standard Metropolitan Area also reveals their different characters. Since the DALLAS survey included both civilian and military, the comparisons are not exact, but the relatively small number of military personnel in this area changes the percentages only slightly.

Of all civilian employees stationed throughout the world 44% are employed by the Department of Defense, with Post Office the next highest employer with 24%. In the Dallas area, Defense Department-INCLUDING military-employs only 20% of all those working for the Federal Government. Post Office is the largest Dallas employer with 32% of all Federal employees throughout the four

Veterans Administration is third on both the worldwide and the Dallas levels. with 7% of all Federal employees and

"71 Years in Dallas"

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2108 Main St.

Phone RI 2-4366

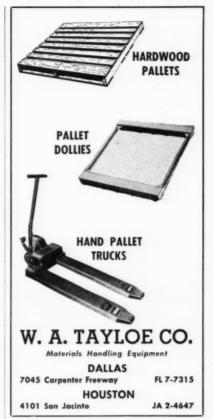
# Federal Community-

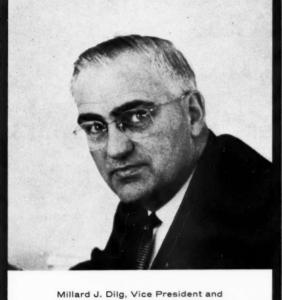
12% of those in the Dallas area, because of the large number working at the VA Hospital here. Treasury ranks next in Dallas with 9%, followed by Agriculture with 7%. Of the worldwide total, Agriculture accounts for 4% and treasury 3%. Other significant Dallas employers include General Services Administration and the Department of Health, Education and Welfare, both of which maintain regional offices in Dallas.

There are many reasons for the location in Dallas of such a key segment of our nation's government just as there are many reasons for the location here of so many leading American businesses. Chief among these is perhaps economy, for as the financial statements of major indusries show profits, the U.S. Treasury gains similar advantages by having regional management headquarters of Federal agencies located in Dallas.

In the heart of an urban district of 13/4 million persons, Dallas is the logical site for any Southwestern Federal office designed to serve the public, for no other Southwestern city is central to such a large number of persons. The transportation/ communications advantages of Dallas that have previously been mentioned, also contribute to its importance as a Federal center. With no major American city less than a few hours away by scheduled air service; with outstanding highway and rail facilities; and with excellent mail, telegraph and telephone connections with all other cities; a Dallas-based agency is able not only to handle more work, but to handle it more quickly and efficiently than a similar agency perhaps just a short distance away in miles.

A major reason for the location of key Federal offices in Dallas - and one that is overlooked by the casual observer - is the Dallas economy itself, and the advantages it provides. A single example: one important government agency in Dallas requires the use of a huge and very expensive computer. It could not normally afford the expense of this computer for its work alone but without it the agency could not operate as efficiently. What might become a major budget problem in another area - to buy the computer or not to buy it?—is solved simply in Dallas. The agency merely contracts for the exclusive use - for one daily shift - of a computer owned by a large Dallas insur-(Continued on next page)





# Director of Marketing at Rogers & Smith, Inc., Dallas, defines media

selection's role in marketing.

# Marketing means careful media selection

Only after determining and evaluating the segments of a client's market do you select the media which can best reach and influence them. This requires more than circulation figures alone.

The distribution of that circulation, quality and type of editorial, independent readership research, publication readership data, our own surveys, and various measurements of advertising effectiveness are among the tools we use. It is a complete and continuing cycle of effort that is necessary to the selection of both specialized and general business publications. Circulation numbers are only one factor in selecting business publications. There must always be interpretation and evaluation of all the facts to determine the most effective media for your industrial advertising.

Rogers & Smith Since 1917

Advertising and Creative Marketing 505 North Ervay St., Dallas 1, Texas 1006 Grand Avenue, Kansas City, Missouri

# INLAND CONTAINER CORPORATION



CORRUGATED FIBRE SHIPPING CONTAINERS

DALLAS PLANT 8900 SOVEREIGN ROW

> PHONE FLeetwood 7-1504

> > 19 Box Plants 2 Kraft Mills

# **Federal Community**

(Continued from page 52)

ance company. Industry and government have joined forces, to the advantage of both. This is but one example that could be repeated many times.

The strength and scope of the Dallas economy permit a great deal of flexibility in the employment practices of the Dallas Federal offices. Dallas has a reservoir of skilled office labor available only for "temporary" work: housewives and others who are glad to respond to a Federal agency's peak load needs. Such workers are willing to take a job for a few weeks or a few months, but for various reasons are not in the market for permanent jobs. They may be willing to do "temporary" work for two or three periods a year, and they have met all Civil Service requirements.

The head of one large Dallas Federal establishment, whose personnel requirements fluctuate widely between 450 and 600 persons, says he is able to call in capable, experienced "temporary" employees with required Civil Service ratings just as he needs them. He points out that the result is maximum economy for the Federal government; that if his office were in a smaller or different community, which did not have such a labor reservoir, he would

FOR BATCHING SCALES CALL NICOL SCALES RI 7-8181 DALLAS



# **RELYON RELIANCE**

for HEALTH • ACCIDENT •
HOSPITALIZATION • MEDICAL
and ALL forms of
LIFE INSURANCE



Maurice I. Carlson, CLU, President Z. P. (Buddy) King, Director of Agencies Reliance Life Bldg., Dallas, Texas

# "77 YEARS"

NCORPORATED 1884

Continuous Service to the Printing Industry

# Fine Papers for Printers and Publishers

COATED BOOK
OFFSET BOOK
BOND PAPERS
GUM PAPERS



CAR BOARDS
INDEX BRISTOLS
TAGBOARD
BLOTTING

Every Modern Facility to Give You Service

CALL SALES DEPARTMENT FOR SAMPLES AND QUOTATIONS ON DEPENDABLE PAPERS — UNCONDITIONALLY GUARANTEED

# THE SABIN ROBBINS PAPER COMPANY

2660 BRENNER DRIVE

DALLAS 20

PHONE FL7-6455

# Federal Community-

be forced to carry some employees on the payroll longer simply as insurance that he would be able to expand rapidly to absorb peak workloads.

Still another reason for the development of Dallas as the government's Southwestern regional management center—and, ironically, the one that may be truly most important—is that the regional heads of the various agencies need to be close together.

"What is the principal advantage for having your office in Dallas?" the Dallas head of a four-state region was asked.

"Being near the other regional directors of the key Federal agencies," was his immediate reply. "Simple problems here that can be easily solved with a short conference would become a major issue if I were not in Dallas."

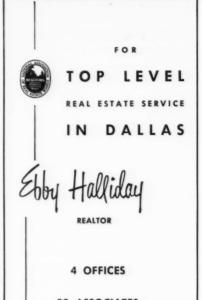
Still another Dallas-based officer added to the picture when he said, "For any communication outside Dallas, we allow 20 days for it to go through channels to the proper authority and another 30 days for an answer. A two-story ride in an ele-

vator and a two-minute conference would become a two-month delay for an answer if we are not in Dallas."

A factor as simple as the fact that the Federal establishments in Dallas all operate through the same telephone switch-board becomes a major consideration in striving for efficiency in government operations. A supervisor in one Federal establishment who needs to coordinate with his counterpart in another Dallas-based Federal agency can pick up his telephone, dial a station number and dispose of the problem in a minute's conversation. If they were located in separate cities, this simple communication would become both a time-consuming and expensive operation.

Of course Dallas derives many benefits as the location of this concentration of top quality Federal employees, not the least of which is the privilege of claiming these people as citizens. Like their counterparts among American business' Dallas branch managers, they are civic-minded men and women who want to be constructive mem-

(Continued on next page)



32 ASSOCIATES

PRESTON CENTER
DALLAS 25, TEXAS



JANITOR SERVICE

WINDOW CLEANING

RESIDENCE

# ACME BUILDING MAINTENANCE CO.

1901-15 LAWS STREET

FRANK C. JONES

PHONE RI 2-7660

SAND BLASTING . STEAM

STEAM CLEANING

SIDEWALK WASHING

- "SCOTCHLITE"
- "SCOTCHCAL"
- DECALS
- METAL SIGNS



134 COLE STREET • DALLAS

R I v e r s i d e 8 - 5 5 3 4

# **Federal Community**

(Continued from page 55)

bers of their community. Their keen interest in civic affairs of all kinds has helped them build an enviable record. During 1959, the Federal Community in Dallas contributed over \$65,000 in individual donations to fund drives of all types, and they have surpassed annual Community Chest goals with regularity. Leading the Community is the Dallas Federal Business Association, a group of the agency heads who meet regularly to achieve better coordination among themselves and to plan projects to help both their own Federal Community and all of Dallas.

In addition to these organized activities, the Dallas Federal employees have built



# "COFFEE BREAK" B-E-N-E-F-I-T-S

That Please Employers
As Well As Employees

**BUSY EMPLOYEES** love the tasty richness and freshness of COFFEE TIME, INC.'s "OLD FASHIONED" brewed coffee and they are always grateful to have the "coffee break" conveniently arranged. Busy employers also appreciate COFFEE TIME, INC.'s Complete Coffee Break Service which frees them of all details.

COFFEE TIME, INC.'s Attractive Steel Containers holding delicious, piping hot "OLD FASHIONED" brewed coffee are regularly delivered...on schedule...to many Dallas places of business. Convenient and ideal for quick, easy serving.



COFFEE TIME, INC.'s Vending Machines are attractive and compact. They are easily and quickly set up in convenient locations in plants and offices. Delicious, piping hot black coffee, dairy-fresh cream and sugar are dispensed in any combination. No plumbing required... no extras to buy.

no extras to buy.

COFFEE TIME, INC. is always happy to explain the "Coffee Break" benefits that are pleasing employers as well

Also Available for Parties and Special Occasions.

as employees. May we serve you? Give us a call today.



COFFEE TIME, INC.'s Complete Snack Bar Service, manned by courteous personnel, is regularly enjoyed by many Dallas firms. Besides "OLD FASHIONED" brewed coffee, we serve other hot drinks, cold drinks, a variety of tasty snacks, sandwiches, soups, chili, pastries, ice creams and other food items.



PHONE RI 1-3855

1426 NORTH INDUSTRIAL DALLAS, TEXAS

# Federal Community-

up high individual standards of good citizenship in churches, schools and neighborhood community activities. Their record in Dallas over the years, both individually and collectively, has made this relatively small group of people an important asset to Dallas.

In total, the Federal Government employment in Dallas represents a total payroll of better than \$65 million annually. The DALLAS survey shows that total federal employment here today is well over 11,000, with military personnel included.

This "industry" occupies better than a million square feet of floor space, almost 600,000 square feet in three Federally owned buildings (1114 Commerce, U.S. Post Office and Terminal Annex) and an additional 470,000 square feet leased in 23 privately owned Dallas buildings. Paying an average rental of \$2.67 per square foot, these leases are important in the Dallas office building economy.

In addition to the monetary consideration, the Dallas economy benefits from having the Federal offices in the area because their location here makes relationships between them and Dallas industry much easier. Proximity to businessoriented Federal agencies is a major advantage to scores of Dallas-based private enterprises, whose needs for information and services of all kinds is facilitated by the location of Federal government's management/service center for the Southwest here. **QUALITY PRINTING SINCE 1892** 

# EGAN

1006 ROSS AVE., DALLAS, TEXAS • RIVERSIDE 7-6321

# Lease-----

# .YOUR OFFICE FURNITURE

Save Working Capital for Your OTHER Needs! With our new lease plan you can completely redecorate your office now and pay on a monthly basis to suit your pocketbook. Furnishings may be purchased for a nominal sum at the end of the lease period; or lease may be renewed. Check with us for details.





OFFICE FURNITURE CO.

2214 MAIN

DALLAS

RI 8-9322



# ■ ... 63 YEARS OF DALLAS HISTORY!

names, events, styles, manners, businesses, clubs . . . all of these, reflecting almost half the recorded dates of a great city . . . have passed through the presses of this fine quality printing institution.

Etheridge Printing Co.

1812 NORTH FIELD ST. • DALLAS 2, TEXAS

PRINTERS • LITHOGRAPHERS

61

# The MCCULLERS Press

PRINTERS . LITHOGRAPHERS

W. G. McCullers, Owner

C. Fain Parks, Gen. Mgr. James White, Supt.

1209-11 S. AKARD

Newsome Gay, Sales Walt Pietsch, Sales

Riverside 1-4417





# **WORLD TRADE NEWS**

# World Trade Committee Sponsors More Trade, Tourism with Mexico

This year, the Senate put the United States into the advertising business—advertising for some foreign dollars. Dallas is one of those cities where a little advertising to overseas visitors can bring back some of the gold that has been exported in the years past.

The U. S. Department of Commerce, Bureau of Census, has published figures regarding expenditures of visitors from Mexico in the U. S. which show:

1. That visitors from the Republic of Mexico to the U. S. in 1949 spent 68 million dollars for goods and services, and

2. That in 1959, they spent a total of 160 million dollars.

Of the 160 million dollars, 140 million was left in border towns from San Diego to Brownsville, Texas, by our visitors from Mexico.

In April, Dallas and Mexico City will be served by three airlines, American, Braniff and Mexicana, and unless Dallas advertises in Mexico and invites Mexicans to visit Dallas, there will be little increase in the total number of visitors from Mexico to our city.

Approximately 2,500 tourists from Mexico came to Dallas in 1960. Many came for the Pan American Livestock Exposition and the State Fair of Texas. Many came for visits and all came for shopping in Dallas stores.

The Mexican Consul in Dallas advises that during 1960 the Fort Worth Consul issued 3,500 tourist cards, and that his office issued 12,000 for Dallas.

The World Trade Committee of The Dallas Chamber of Commerce has undertaken a project to invite Mexicans to Dallas for business, for shopping, and for pleasure. This project will be implemented early in May with an export expansion businessman's trip to Mexico. The purpose of this trip is to meet with as many businessmen as possible and to personally invite each and every one of them to Dallas in 1961.

# Hudson & Hudson

Industrial and Business Properties Sales, Leases and Management 464 Olive Street

Southland Center
PHONE RI 8-0061 — DALLAS

Alex D. Hudson, Jr. James S. Hudson

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# INT'L TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from The World Trade Department, Dallas Chamber of Commerce.)

JAPAN—Rough and/or cut Arkansas stone for sharpening knives and rough fablite Titania (new synthetic stone) wanted by Sumiyoshi Shokai, 2-25 Fukiaicho, Higashino, Fukiai-ku-Kobe, Japan.

TAIWAN — Food products especially pure refined lard wanted by Van Tai & Co., Ltd., 2 Lane 239, Nanking Road West, Taipei, Taiwan.

ARGENTINA—Machines (automatic) for printing on plastics, pencils, etc., also indelible ink for printing on these articles wanted by Jose Celestino Gourdy, Viamonte 867-Piso 5, 503, Buenos Aires, Argentina.

JAPAN—Old mild steel boiler plates, old ship plate, old mild steel tanks, and other iron scrap wanted by K. Inouye & Co., Ltd., P. O. Box Central 736, Osaka.

RUTHERFORD

 $\mathbf{R}$ 

**METROPOLITAN** 

ATTENTION, MR. EMPLOYER:

AMBITIOUS, INTELLIGENT YOUNG MEN NEED WORK WHILE IN SCHOOL — DAY OR NIGHT

Call Mrs. Bates, Riverside 2-4538

RUTHERFORD-METROPOLITAN SCHOOL OF BUSINESS

METROPOLITAN TECHNICAL INSTITUTE

real estate loans

MURRAY INVESTMENT COMPANY

1908 OUR 53rd YEAR

1961

1315 PACIFIC AVENUE DALLAS, TEXAS

WARLICK LAW, INC. RI 1-6711

THE BEST IN PRINTING — LEGAL, FINANCIAL, ANNUAL REPORTS, PROSPECTUSES AND GENERAL. WARLICK LAW, INC. 2263 VALDINA



# TRANE AIR CONDITIONING JUE HOPPE & CO.

**Incorporated** 

4102 LIVE OAK

**PHONE TA 1-9193** 





the finest in Dallas..

# **Executive Inn**

MOTOR HOTEL, INC.

#### MAYFAIR dining room

Dinner and dancing in the elegant Mayfair

E I CLUB

Also banquet and convention facilities

#### REGENCY COFFEE ROOM

Open twenty-four hours a day



Mayfair Dining Room overlooking the landscaped patio and pool.





200 beautifully decorated air conditioned rooms

# Ad Industry Sparks Market (Continued from page 25)

production of large point-of-purchase pieces.

Accurate of Texas has grown because it has been able to find answers for unusual and intricate problems. Recent designs and new packages involve special packaging for rubber surgical gloves for a hospital supply firm and special sterile packages for hypodermic needles. This firm brings business to Dallas from points as far away as Mexico City, Louisville, and St. Louis.

A major press installation just completed at Bennett's, one of Dallas' large volume printers, serves to illustrate the pace of business in Dallas' major graphic arts plants. Bennett's has just installed a new German-made precision offset press that will add materially to its production facilities. Weighing almost 25 tons, this press is more than 27 feet long, and will handle sheets up to 40½ inches by 56 inches. This multi-color press will make possible better quality of reproduction and operating economies in the production of large booklets, brochures and other types of advertising printing.

Dallas is also a major center for envelope production. Growth of local and national plants are enhancing Dallas' position in this industry. The Texas Envelope Company is one of Dallas' fast expanding plants in this industry. Now in its 15th year of operation, this firm has a plant capacity of two million envelopes per day, and is now producing 1½ million envelopes per day in two shifts. Under the management of W. J. "Bill" Scott, this plant serves the North Texas and Oklahoma territory. It has 45,000 square feet of space and more than 80 employees.

A completely integrated plant, Texas Envelope takes paper in carload lots, designs and fabricates a multiplicity of envelopes from standard small sizes to large special jobs. Its art department, under the direction of Albert C. Nicol, has won top national awards in envelope design for the second straight year. Its design department, precision die-cutting equipment and batteries of high speed multiple-color presses make it one of the top envelope plants in the Southwest.

The impact of Dallas' legal and financial growth on its graphic arts industry is reflected in the recent expansion of Warlick Law Printing Co. This 66 year-old Dallas firm last year moved into a \$250,000 plant in the Trinity Industrial District. A unique feature of this plant is a complete law library for the use of lawyers in checking briefs. The plant has a complete five-Intertype composing room, offset and

# **Ad Industry Sparks Market**

letterpress printing equipment, a bindery and a mailing room.

Warlick offers a "one-stop" service on all phases of legal and financial printing. This includes law briefs, registration statements, prospectuses, indentures, stock and bond certificates and a myriad of other documents. With banknote connections in New York and Philadelphia, this firm is able to offer unusual service in the production of steel engraved and lithographed securities and other documents required in stock issues and financial transactions.

American Beauty Cover Company is another highly specialized Dallas firm allied with the graphic arts industry. This expanding manufacturer of loose leaf covers occupies the entire old Mrs. Baird Bakery plant at 1401 North Carroll. This firm has recently expanded its silk screening department to cope with the demand for electronically sealed vinyl plastic covers. The flexibility of silk screening has varied its usage in American Beauty's custom manufacturing of loose leaf covers into combination of foil stamping and embossing.

American Beauty has recently installed a \$6,000 jet dryer. This dryer has a capacity of approximately one cover per second. The growth of Dallas as a center for school annual production and sales offices that require special covers for presentations as well as standard binding growth have been factors in this firm's expansion.

Taylor Publishing Company of Dallas is another rapidly expanding firm in the school annual field. Organized in 1941, Taylor has grown to national proportions. Last year it produced yearbooks for approximately 6,000 schools and colleges. They occupy the number one position in the yearbook publishing field and produce

(Continued on next page)

- CATALOGS
- BOOKLETS
- BROCHURES

# CITY PRINTING COMPANY

4310-12 ELM STREET . TELEPHONE TAylor 6-6039

- FOLDERS
- STATIONERY
- OFFICE FORMS



# NCR\* or Carbon Interleaved BUSINESS FORMS

Invoices Purchase Orders

Insurance Policies

Vaushau Chasks

Carbon Sanad Shaata



Do the job better and faster!

No Quantity Limit — Prompt Delivery

\*No Carbon Required

# THE EXLINE-LOWDON CO.

LITHOGRAPHERS • PRINTERS • ROTARY BUSINESS FORMS BANK STATIONERS

1818 SOUTH ERVAY ST. + HA 1-2177 + DALLAS, TEXAS

# Business S?

Packaging or display problems bugging you? We're expert exterminators of that species of insects. Our special formula for this type of extermination consists of equal parts of ingenuity, resourcefulness and know-how. For assistance call (Chief Problem Exterminator) Larry Siegler.

ACCURATE of TEXAS BOX and FINISHING CO.
RI 8.1231 • 1213 Peters Street, Dallas

# EAGER TO SERVE ...

# HELPLFÜL SALESMANSHIP

THE PROBLEM:

At a large chemical plant, corrosive elements in the atmosphere were rusting the outside of a water tower and cracking its paint. Constant repainting with various antirust preparations was getting to be a serious expense.



# THE BRIGGS-WEAVER SOLUTION:



The Briggs-Weaver salesman, with his experience in problems of corrosion, recommended Rust-O-leum tank white. It has lasted twice as long as previous anti-rust paints applied to the water tower. Experienced, alert to trends, the Briggs-Weaver salesman is a trustworthy aide to your planning and progress.

PUT BRIGGS-WEAVER TO WORK FOR YOUR COMPANY



BEAUMONT - 1005 S. 4th St. - TE 8-5261 • FORT WORTH - 222 N. University - ED 6-5621

DALLAS - 5000 Harry Hines Blvd. - LA 8-0311 . HOUSTON - 300 S. 67th St. - WA 8-3361

# **Ad Industry Sparks Market**

(Continued from page 61) approximately 2,000,000 individual copies each year.

NAMCO of Dallas, a fast-growing manufacturer and distributor of greeting cards, with a plant in the Brook Hollow Industrial District, is another fast-growing Dallas firm. The Todd Company Division of Burroughs Corporation is now building a new plant in Brook Hollow that will double its Dallas printing production capacity.

Electrotype Service Corporation of Dallas presents an illustration of the growth of service organizations in graphic arts. Electrotype Service began business in Dallas in 1949. It is one of three firms in Texas, of which Dallas has two, including the Sam Ross McElreath plant. Electrotype Service has customers in Texas, Oklahoma, Louisiana and Mississippi.

This firm makes metal and rubber printing plates and rubber box dies for printing on currugated board. Its largest customers are advertising agencies that require duplicate printing plates, printers and corrugated box plants. Rubber plates are used in printing business forms, milk cartons, wallpaper and other forms of flexographic printing such as foil, cellophane and polyethylene. Rubber dies are used by manufacturers of corrugated containers and the growth of this industry in the Dallas Southwest has added substantial volume to the plant which employs 20 men and operates two shifts.

The ramifications of Dallas advertising service extend into such facets as film production and processing and related services. This includes such firms as Jamieson Film Company, Coffman Films Inc., Dallas Film Center, Motion Pictures Inc., Keitz & Herndon, Southwest Film Laboratories and others.

Southwest Film Laboratories, located at 3204 Fort Worth Avenue, is a growing firm in this specialized business. Its expanding customer list includes educational, industrial, TV, training and independent film producers in 35 states.

Services of Southwest Film Laboratories include 16MM black & white and color finishing, processing and developing, duplicating, editing, sound recording,

PHOTOGRAPHY
1416 Commerce
RI 8-6439

# **Ad Industry Sparks Market**

background music scoring, titles, equipment sales and rental and sound stage and editing room rental facilities.

The growth of Dallas as a graphic arts service and supply center is also reflected in the expansion of its paper industry. Recent additions to Dallas' paper supply facilities include the large plants of General Paper Company of Texas and Sabin Robbins Paper Company. The General Paper Company began business in Dallas in late 1959 and developed a \$2,000,000 volume of sales growth in the Southern states in 14 months.

General Paper serves the rotary printing industry through the Dallas direct mill warehouse. Their plant has 16,000 square feet of floor space for approximately 5,000,000 pounds of paper. General Paper has world-wide mill connections, and markets a wide variety of roll papers for business form manufacturers, envelope manufacturers, converters and publication printers. The plant has complete facilities for custom roll slitting, process and re winding.

Sabin Robbins Paper Company of Cincinnati provides another example of a national firm expanding operations in Dallas. This 77 year-old firm has eight major divisions, and 29 branches and sales offices. Sabin Robbins entered the Dallas market in 1953 with a sales office. They expanded into a branch office in 1954 and into a major division in 1957 serving Texas, Oklahoma, New Mexico, Colorado, Arkansas and Louisiana.

The new Sabin Robbins plant is located in Highland Industrial Park. It has a 24,000 square-foot warehouse which includes a 2,300 square-foot heat controlled, dust proof cutting room. Sabin Robbins markets fine papers for printers and publishers that include such items as coated book, offset book, bond papers, gumpapers, index bristols, tagboard and blotting papers. Montgomery P. Greene is manager of the Dallas Division of Sabin Robbins.

These specific examples point up the many-sided growth of Dallas as a major advertising and graphic arts center. Many of its major agencies and printing plants have not been mentioned in this article. These have been covered in past DALLAS Graphic Arts issues and others will be included in the future. The examples do serve to indicate the fast tempo of Dallas advertising and graphic arts development and the vitality of its growth as a major national center.



# RENT A VERIFAX OFFICE COPIER

For a Few Cents a Day

Eastman Kodak Verifax Copiers give you dry, complete, permanent copies . . . and offset masters . . . in a minute . . . and for pennies apiece.

There is a Verifax Copier for every office, every budget, and every job.

Call us for a free demonstration in your office; for supplies and service.

All models sold, rented and serviced.

# EASTMAN KODAK STORES, INC.

2012 N. Akard

Riverside 1-3147



# Feature-Flex

... the ring mounting that fits the finger with an enlarged knuckle.

Re-Set the most important Lady's DIAMONDS in the very newest ring.

Call Riverside 2-6278 for information.

# MOORE-DeGRAZIER Company, Inc.

210 LIFE Bldg. 311 S. Akard St. Dallas 2, Texas Authorized Wholesale Distributors

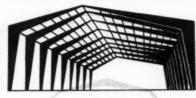
Importers and Wholesalers of DIAMONDS and FINE JEWELRY Since 1908

IT'S NOT THE SIZE OF THE SPACE THAT MATTERS 0 0 0

IT'S THE SIZE OF THE IDEA!

ERWIN WASEY, RUTHRAUFF & RYAN, INC. ADVERTISING 515 ADOLPHUS TOWER, DALLAS 2, TEXAS RI 1-6453

CHICAGO • DALLAS • HOUSTON • LOS ANGELES • NEW YORK • PHILADELPHIA
PITTSBURGH • ST. PAUL • SAN FRANCISCO • GLASGOW • NEWCASTLE-ON-TYNE
LONDON • STOCKHOLM • TORONTO





- it provides maximum floor space and overhead working area.
- it makes maintenance negligible.
- it's economical to heat in winter, cool in summer.
- it's easily expandable.
- it carries low insurance rates.
- it's guaranteed a full 5 years.

and...

IT COSTS 1/3
TO 1/2 LESS
THAN ORDINARY
MASONRY
CONSTRUCTION!

Check into Delta's space-conscious, cost-conscious steel buildings. A Delta building will solve your space problem for it's ideally adaptable for offices, garages, warehouses, factories and stores.



4501 Harry Hines Blvd. LA 6-7444 Dallas, Texas

# CIVIC EVENTS



JONSSON

# Dallas County United Fund Names Erik Jonsson President

Erik Jonsson, chairman of the Board, Texas Instruments Inc., has been elected president of the Dallas County United Fund, and Fred M. Lange has been named executive vice president. Other new officers are C. A. Tatum, Jr., vice president and Frank H. Heller, treasurer.

Named to serve on the interim executive committee were Mr. Jonsson, Mr. Tatum, Mr. Heller, C. B. Peterson, Jr., and Carl B. Flaxman.

The new organization resulted from the agreement signed last month between the Dallas County Community Chest and the Dallas County Chapter of the American Red Cross. Seeking to reduce duplicated fund raising efforts, the combined drive will be held in the fall. Both organizations will remain autonomous with regard to program. Other eligible agencies will be invited to join the United Fund.

The following comprise the membership of the United Fund Committees: Mr. Peterson, Mr. Flaxman, Mr. Heller, James H. Bond, L. T. Potter, Charles S. Sharp, R. L. Thornton Sr., Mr. Jonsson, Mr. Lange, Judge Lew Sterrett, James F. Chambers, Jr., Mr. Tatum, Avery Mays, Joe M. Dealey, R. H. Stewart III, Mrs. Hawkins Golden, Dr. Edward E. Tate, Allan Maley, Jr., Dan C. Williams, R. L. Thornton, Jr., James W. Aston, J. Ralph Wood, and ex-officio members, Ralph M. Shannon, Executive Director, Red Cross, and William L. Crawford III, Executive Director, Community Chest.



MITCHELI

# Mitchell To Head Chest Trust Fund.

Civic leader John E. Mitchell, Jr., has been elected president of the Dallas Community Chest Trust Fund. Mr. Mitchell, who is president of John E. Mitchell Company, has served as past president of the Community Chest and campaign chairman of the Chest.

Also elected were Frank H. Heller, vice-president; R. W. Baxter, treasurer, and Fred M. Lange, executive vice-president.

In other actions, H. N. Mallon and Max Clampitt have been named chairman and vice-chairman of the Advisory Council of the Chest Trust Fund.

The 96 member council whose members include men and women representative of Dallas interests has as its prime function to acquaint the public with the purpose of the Trust. Terms on the council are for three years, with approximately one-third of the membership completing maximum terms each year.

The new appointees, announced by Mr. Mallon, are Norman E. Abbott, Turner B. Baxter, James H. Bond, Ben H. Carpenter, James F. Chambers, Jr., James H. Clark, Mrs. Stathakos Constance Condos, Marvin L. Davison, Joe M. Dealey, Fred O. Detweiler, W. M. Evans, Charles O. Galvin, Ph.D., Irving L. Goldberg, Dr. Luther Holcomb, Lewellyn Jennings, Jack Gray Johnson, Jack A. Lawrence, Henry S. Miller, Sr., John B. Mills, Tom W. Rutledge, Lon Sailers, Harmon Schepps, Victor H. Semos, Bryan Snyder, Jr., R. L. Thornton, Jr., Jack Titus, Harold F. Volk, Ernest G. Wadel, Nathan Weinberg, and R. B. Williams.



Dealers for two of America's

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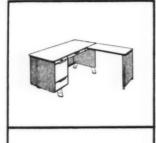
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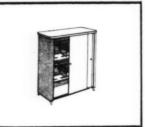






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#### Civic Events-

Mr. Mallon is chairman of the board and chief executive officer of Dresser Industries, Inc.; Mr. Clampitt is president of Clampitt Paper Company of Dallas, Fort Worth, and Houston and the Maxwell Paper Company of Dallas.

The Trust Fund was established to provide a depository for gifts of money, land, and other properties to be used for capital needs for the health and welfare organizations of Dallas County.



GILBER

Gilbert Named National Foundation Chairman. R. Randle Gilbert, vice-chairman of the board of the Republic National Bank and a former president of the Federal Reserve Bank of Dallas, has been elected chairman of the Dallas County Chapter, National Foundation.

As chairman of the Chapter, Mr. Gilbert will occupy the post held throughout the Chapter's history by the late Fred F. Florence.

The National Foundation for Infantile Paralysis was chartered in 1938, but changed its name in 1958 to the National Foundation.

Mr. Gilbert, who has lived in Dallas since 1900, is a member of the executive committee of the Board of Development, Southern Methodist University, and is vice-president and a member of the executive committee of Southwestern Legal Foundation.

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Over 1500 civic-minded business leaders counsel students on their future vocations through Career Clinics. Some 35,000 children in 26 schools benefit through the program, sponsored by the Altrusa of Dallas and the Kiwanis Clubs every year.

# **Business Leaders Guide Students at Career Clinics**

For the students of the Dallas Independent School System high schools, spring has become synonymous with Career Clinics, a joint program of the Altrusa Club of Dallas and the Kiwanis Clubs. Begun 14 years ago with one school, this counselling service now includes all junior and senior high schools, reaching 35,000 students in the 26 schools. The road to what lies ahead for graduates is being charted early to allow maximum preparation whether it be college or training for a semi-skilled job.

Early in January, work begins with a program set up through the office of Robert H. McKay, assistant superintendent in charge of Administration. Each clinic has two chairmen, one from the Altrusa Club and one from one of the Kiwanis clubs. The high school principals cooperate by setting the date for their clinic and make local arrangements to facilitate the program. The school libraries stress selection of jobs by placing emphasis on literature covering many types of work.

A survey is made among the students to determine interest and this year, it was significant to note their keeping abreast of changing needs as demonstrated by requests in the fields of science and psychology. The students' choices, as listed, are tabulated and where as many as 15 indicate interest, counselling services are programmed.

About forty fields are covered in the senior high schools and twenty in the junior. Experts in each field are sought and some 1500 civic minded people of Dallas will participate in the program which began February 16 and will continue through March 31st.

A manual of Procedure for Career Clinics is used and all consultants follow the outline which was designed to include all pertinent information such as opportunities, qualifications, required training, compensation, prospects for advancement and development. Programs begin at 8:45, and in the senior high schools, two periods of one hour each are given to the discussion groups. In the junior high, one period of one hour is given.

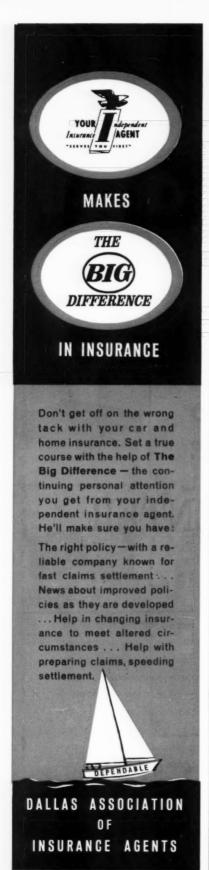
General chairman for all Career Clinics this year are Mrs. Electra Malone, representing Altrusa, and Robert Crowdus, chairman of vocational guidance for the Kiwanis Clubs of Dallas.

# Community Guidance Service Aids Young, Plans Expansion

Manpower has historically been one of the dominant forces in the Dallas economy. Helping channel the young manpower of today's Dallas is the chief function of the Community Guidance Service. A service of counseling and guidance for high school senior boys of Dallas County, made available to them through many of the community's various civic organizations, professional clubs, business firms and individuals, it offers individual vocational testing and guidance at no cost to the boy.

Inspired by George McGhee and the late H. Grady Spruce in 1947, it also provides further assistance by arranging visits for them with prominent business and professional leaders in the boys' chosen vocations.

As the service grew more popular through the years, certain young men appeared whose leadership capabilities



#### Education-

showed them highly qualified for college though they did not possess the necessary finances. Dallas Rotary Club, the Engineers Club, Kiwanis Clubs, individuals and various companies were encouraged to offer scholarships for outstanding boys, through Community Guidance Service. These scholarships are granted as a result of individual testing, group testing and/or counseling.

In 1948 the McGhee Foundation was established, and created with the First National Bank in Dallas a guaranteed student loan fund to supply supplementary money for student educational needs, designating the Service as the original contact with the applicants for these loans. The Service has also maintained a regular contact with the students to meet the continuing need for their education.

The funds, administered on a loan basis, have proved highly successful. Not only have a large number of persons been able to continue their education because of this assistance but the deferred loan payments have been made promptly, keeping the cash in continual circulation.

Located at 505 N. Ervay Street, Community Guidance Service is led by a board of trustees headed by John Plath Green, with J. W. Larson as vice chairman. Robert B. Moody is the full-time executive director of the organization, with Jerry H. Patrick as his director of counseling.

In its 14-year history, Community Guidance Service has served more than 10,000 young men and has directed over a half-million dollars in scholarships and leans

Because of the tremendous population increase in the Dallas County high schools, the greatly increased cost of college and graduate education, the increasing need for scientific and professional career men, the additional raising of college-entrance standards and the general lack of testing and counselling service in the Dallas area, the Community Guidance Service is currently making plans to expand its programs.

One of the organization's main objectives now is to compile a detailed source list of information concerning all scholarships and student loan sources available in the Dallas area. With no such complete list available, many of these sources are not utilized regularly as they were intended.

Only through marshalling all community sources can the young manpower of Dallas be guided toward the best goals for themselves and for Dallas.





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# CLUBS AND ASSOCIATIONS



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# Retail Merchants Name W. A. Lee President

W. A. (Pete) Lee, vice president of Titche-Goettinger has been elected president of The Dallas Retail Merchants Association, Inc.

S. T. Chandler, Jr., executive vice president of Sanger Bros., was elected vice president, and John T. Withers III, president of Withers & Co., was elected treasurer.

Newly elected three year directors are Carlton Lawler, Lawler's Cafeteria and Catering Service; and Count Mayes, Irby-Mayes Man's Shop. Ed Reynolds of Reynolds-Penland Co. was elected for a one year term. Directors who were reelected for three year terms are Horace Ainsworth, Earle Cabell, Myron Everts, Robert A. Ross, T. A. Tombrello, H. D. Turman and Mr. Withers.

The association named E. Paul Penland an honorary life-time director. He has served the association as a director since 1932, and is a former president.

Stewart To Manage Manufacturers Group. Alex C. Stewart has been named regional manager of the Texas Manufacturers Association.

Mr. Stewart formerly was associated with the Dring Engineering Company as sales engineer and subsequently sales manager. Later he was district sales manager of the Bryant Heater Company.

Chambers Elected Newspaper Group President. Jas. F. Chambers, Jr., president of the Dallas Times Herald, has been elected president of the Texas Daily Newspaper Association. Coker Named Aviation Man of Year. George P. Coker, Jr., Director of Aviation of the City of Dallas, has been named "Aviation Man of the Year" by the Dallas Junior Chamber of Commerce.

As Aviation Director, Mr. Coker's duties cover both airports which are owned and operated by the City of Dallas: Dallas Love Field, the airline airport, and Red Bird Airport, the non-airline municipal airport.

Among other business affiliations, Mr. Coker has long been a member of the Airport Operators Council. In 1958, he was named a director of the organization which includes in its membership all of the major airports in the United States.

The Jaycee award, which has been presented only once before, is made to promote interest in aviation.



Avery Mays, right, Dallas realtor, builder and civic leader, is shown receiving the coveted Easterwood Cup as Dallas' "Outstanding Realtor for 1960." James Aston, president of the Republic National Bank of Dallas and chairman of the Easterwood Cup selection committee, presented the award to Mr. Mays at the Dallas Real Estate Board's annual Easterwood Cup luncheon at the Adolphus Hotel.

Mays Named Outstanding Realtor. Avery Mays, Dallas realtor, home builder and civic leader, has been named the city's "Outstanding Realtor for 1960."

Mr. Mays, an active member of the Dallas Real Estate Board for 15 years and head of Avery Mays Company, Realtors, was chosen winner of the Easterwood Cup for 1960.

The award is made annually to the Dallas realtor judged to have contributed the most during the preceding year to his community, the real estate profession and the Dallas Real Estate Board.

### Clubs and Associations



Kaplan To Head Traffic Commission. Harry L. Kaplan, vice-president in charge of education, has been named president of the Citizens' Traffic Commis-

Mr. Kaplan is president of the American Printing and Lithographing Company and has been active with the Traffic Commission for the past 15 years.

Henry E. English, former president, was elected chairman of the board, and Clyde E. Swalwell was re-elected first vicepresident.

The following vice-presidents of the Commission were re-elected to their present position: L. A. Bickel, engineering; Max Clampitt, membership; Tom J. Mc-Hale, public relations; Charles O. Shields, legal, and Dr. W. T. White, finance.

R. S. Craig Named by Office Ma-chine Dealers. Robert S. Craig, president of S. L. Ewing Company, Inc., has been named president of the Texas Office Machine Dealers Association.

Another Dallasite, Mrs. Frances Campbell, owner of the Campbell Duplicating Company, has been elected a director of the state-wide organization.

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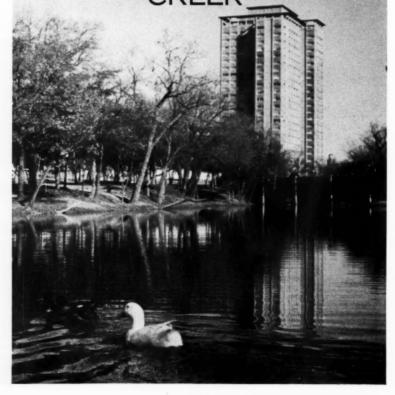
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#### Electronics-

# SWIRECO Plans April Meet, Electronics Show in Dallas

Dallas, the major electronics center of the South and Southwest, will play host to the Southwestern Institute of Radio Engineers' Conference and Electronics Show, April 19-21 in Dallas Memorial Auditorium and the Baker Hotel.

The giant technical conference and exposition will attract more than 3,500 electronics engineers and other scientists. Over 2,700 have already pre-registered, according to Robert W. Olson, research and engineering vice president of Texas Instruments Incorporated and SWIRECO general chairman.

The national president of the Institute of Radio Engineers, Dr. Lloyd V. Berkner of Dallas, will address the Conference on "Graduate Research in the Southwest and the Graduate Research Center." Dr. Berkner was recently elected president of the Center.

Fifty outstanding technical papers will be presented during twelve major sessions. The sessions topics are: "Computer Design," "Computers" "Semiconductors Design," "Bionics and Medical Electronics," "Magnetic Devices," "Equipment Design," "Circuit Theory," "Communications and Telemetry," "Systems," "Geophysics," and "Industrial Electronics."

A record-breaking number of new electronics products and equipment exhibits has been forecast for the show. More than one hundred exhibitors have already been accepted for space assignments, in Dallas Memorial Auditorium, according to Bruce M. Williams of Texas Instruments, Inc., Dallas, exhibits chairman.

Dr. W. W. Hagerty, Dean of the College of Engineering, The University of Texas, will moderate a panel on engineering education and students from 17 Southwestern colleges and universities will



### Electronics-

compete for cash awards of \$100, \$50 and \$25 in the region 6 I.R.E. Student Paper Contest.

Nine North Texas electronics firms have already pre-registered their engineers and other technical personnel for the Conference and Show. They are Alpha Corp., Chance Vought Corp., Collins Radio Co., Convair, Hermetic Seal Transformer Co., Ling-Temco Electronics Co., Earl Lipscomb Associates, Motorola Communications & Electronics, Inc., Sociony Mobil Oil Co. Field Research Laboratory, Southwestern Bell Telephone Co., Texas Instruments Incorporated, and Varo, Inc.

Delegates and their wives will dance to the music of Claude Thornhill and his orchestra at a "Showtime Dinner Dance" in the Baker Hotel, with a floor show produced by Charles R. Meeker, Jr.

The program of activities for visiting wives will include a coffee at the home of Mrs. R. W. Olson, honoring Mrs. L. V. Berkner; luncheon in the Chaparral Club, a Neiman-Marcus show luncheon at the Statler Hilton Hotel, and a scenic tour of Dallas, according to Mrs. Earl Lipscomb, ladies' program chairman.

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fou-droy'ant, adj. Thundering; stunning; dazzling.

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# CITY HALL REPORT:

Editor's Note: This is the eighth in a series of articles outlining the activities of citizens who work on municipal committees and boards to make Dallas a desirable and dynamic city in which to live and do business.

# Dallas Park Board

Ray E. Hubbard, Chairman

Julius Schepps J. Willard Gragg Floyd V. Gish Field Scovell

Dallas parks have enjoyed nearly 60 years of continuous growth and expansion under the direction of the Dallas Park Board, In 1876 all of Dallas County had less than 30,000 population, but records reflect that city leaders were struggling to acquire a park.

It seems there was an abandoned private waterworks site of 10 acres about four blocks to the south of the downtown area which was under consideration. The owner owed \$400 in delinquent taxes. The City had an abandoned "pest" house which it needed no longer. Cancellation of the taxes and conveyance of the pest house to the owner of the waterworks site was not considered a fair transaction - so a public spirited citizen, Dr. C. E. Keller, donated \$200 in cash and the deal was completed. Dallas had its first park. Another 8 acres were added in 1881 to form what is known today as City Park. In 1904 the Texas State Fair Association conveyed its grounds to the City for a public park.

Through a special act of the State Legislature in 1904, the City of Dallas was authorized to create a park board to administer the growth and management of a park system. By authority of a charter amendment, the first Park Board was appointed in 1905 - consisting of five members. The same basic provisions incorporated in the 1904 amendment continue in force today. Among other provisions, the Charter states that "the park board shall adopt such rules and regulations as it may deem best for the management of the public parks . . . and shall have exclusive jurisdiction over the control and management and maintenance of the public parks," and shall develop a broad program of recreational activities. Park operations are financed from funds allocated by the Council annually and supplemented with income from such special activities as swimming, golf, reservation fees and income from food and drink concessions. Park boards have been conscious of the need for long-range planning and the orderly growth of the park system can be attributed to long-range plans amended and brought up to date as deemed necessary.

In 1910, the outstanding planner, George E. Kessler,, was retained to prepare a Master Plan for parks which actually grew into a City Plan, published in 1911. Immediately thereafter, an expansion program resulted in the acquisition of such well known and useful park areas as Reverchon, Exall, Ferris Plaza, Colonial, Buckner, Garrett, Griggs, Oak Cliff and Lake Cliff. Mr. Kessler was retained to restudy the City Plan in 1919. Wynne B. Woodruff, local landscape architect and planner, developed a park plan report, published in 1935.

More recently, Hare and Hare of Kansas City, were employed in 1939 and have been retained on a consulting basis since. Their plans for parks and parkways of 1940-41 were integrated with the Bartholomew Plan of 1944. They reviewed the park plan again in 1951.

The current Council's Master Plan Committee Report was published in 1959 under the title "Parks and Open Spaces." A study of park growth and expansion following each of these plans gives evidence of the value of formal planning as a guide to continuous and orderly growth.

Each of these plans has been primarily an outline for land acquisition. Styles in individual park designs are much like styles in ladies dresses - they are constantly changing. A review of any of the older parks reveals that any special development has a life cycle of 15 to 20 years. About the only thing remaining permanent is the land itself and the major trees. When studied carefully, this is the only logical method because if parks are to be public assets, they should be treated and

developed to fulfill the needs of all the people. Many factors have influenced design of parks—the automobile and the individual use of it for conveyance—even over short distances; the average age of the people living in the community surrounding the park; the average income of the families surrounding the park and many, many other factors.

How does the Park Board go about acquiring new parks? To begin with, the park plan is on file with the City Plan Engineer and is referred to whenever an owner proposes to subdivide raw land. Where the park plan suggests acquisition of land located within the proposed plat, the owner is referred to the Park Board's representative and negotiations with the owner are undertaken. Many sites are acquired through this route. A study of the overall acquisition reflect a very interesting picture. There are now nearly 8,000 acres in the Park System. Thirty-five per cent of this acreage is City land, bought for some major purpose and later transferred to the Park Board for park purposes. This includes such areas as White Rock and Bachman Lakes and other miscellaneous public land. Nearly one-half is made up of gifts - Dr. Samuell, the Tenisons, Mr. Kiest, the Stevens', Mr. Crawford and many, many others. Fifteen per cent of this total is reservoir site land bought by the Dallas Power and Light Company for its power generation system and leased to the Park Board for park and recreation purposes — at no cost to the City. Direct purchases account for only 17 per cent of the park acreage.

The Dallas Park System owes much to its citizens and friends for most of the acquisitions involved.

What is the Park Board's policy in developing newly acquired lands? For example, take a typical neighborhood park which has just been acquired. The first step is always to thoroughly clean the site, level it with a grader if necessary. If there are any native trees, they are given attention. Efforts are made to control erosion. This may include the establishment of turf

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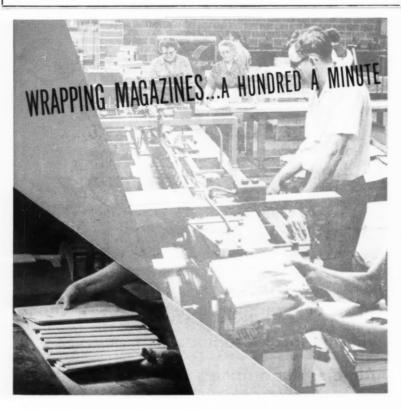


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### City Hall Report-

if no grass already exists, terracing or trenching in some cases and, of greatest importance, the control of traffic. This may be in the form of sharp ditches around the borders or it may be temporary posts. If conditions permit, permanent curb and gutter are laid along the border streets. When this is done simple playground equipment is installed swings, see-saws, merry-go-rounds, climbers, etc.— and a few benches and tables along with a small backstop are provided. From this time on the Park Board, through its employees, watches to evaluate community usage. Where water is available, water lines are installed to permit planting of trees at appropriate locations.

In performing all of the above installation work, however, the various units are located in keeping with a Master Plan of the park area prepared in advance. In this way, as necessity requires, other units such as pools, parking areas, buildings, tennis courts and formal planting will fit into an orderly arrangement.

The scope of the Park Board's activity is quite broad. It includes not only the acquisition and landscape development of the parks, it also includes the Zoo, the golf courses, supervision of the museums in Fair Park, some of which are operated under contract with other organizations. A typical example is the operating agreement between the Park Board and the Dallas Art Association for the operation of the Dallas Art Museum.

Park attendance last year was nearly 44,000,000: 700,000 patronized the 70 park swimming pools, 170,000 rounds of golf were played on the four golf courses and parks, playgrounds and recreation buildings attracted 23,000,000. Over 2400 baseball teams competed in organized league play last summer.

The long-range policy of the Park Board is to continue acquiring and developing park and recreational facilities as need justifies and as funds become available

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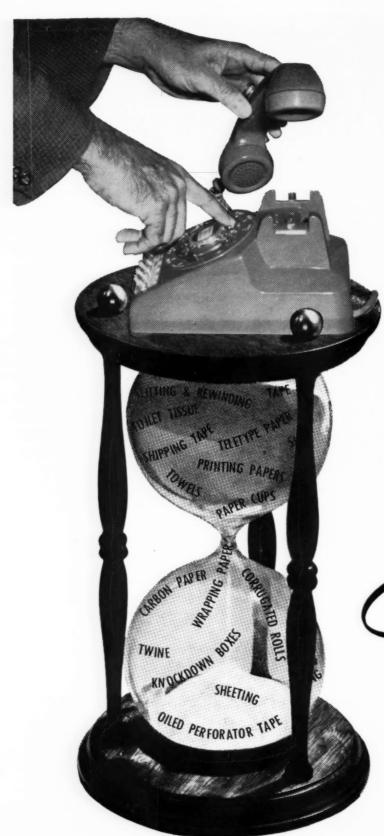
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# YOUNG MEN GOING PLACES

# **Lloyd Gilmore**

By Rudy Rochelle

From a blind employment ad in the newspaper to president of a printing firm in just four years is pretty phenomenal. And that's the exact course that Lloyd Gilmore, president of William S. Henson Inc. of Dallas, has followed.

"One chilly February morning on a Sunday in 1953, I was reading the newspaper and happened to run across a small ad looking for someone with about my qualifications," recalls Lloyd.

"It was one of those kind that only give you a box number to write, but that was too slow for me, so I went out, and with a little detective work found the company that ran the ad."

Needless to say, Lloyd was hired by Bill Henson, who was then president of the Henson company.

Lloyd was a newcomer to the printing business, but he did have a solid background in marketing and management.

He had studied marketing at SMU where he received his Business Administration degree in 1949. And he acquired some valuable management training and experience when he served as a store supervisor for the Southland Corp., owner of the 7-11 food store chain, from 1950 to 1953.

It didn't take him too long to learn a great deal about the printing business, but it did take a lot of hard work. After just two years with the company he was named vice-president and sales manager.

"Bill Henson died in 1954 and Frank Erwin became president of the company, and when Frank passed away in 1957, three other employes and myself went together and bought the controlling interest and I was elected president."

At that time he was the ripe old age of 31—he is 35 today.

The quiet, soft-spoken way that Lloyd tells his story makes it sound deceptively easy, but that's one of his traits—making the difficult appear simple.

And he refuses to take much credit for the way the company has prospered.

"We've grown quite a bit, and it's because we've got a bunch of employes who are really interested in the company and its growth, because they know if the company prospers, it will mean better jobs for everyone," he pointed out.

As for business management philosophy, Lloyd says he thinks the day of the one-man organization is gone.

"Today, you need specialists in the various management functions of your company."

That's the way management works at Henson company, with Lloyd and his three partners, who are specialists in certain phases of the company's operations, forming a management committee to make important decisions.

His partners are C. G. Martin, plant superintendent; Tony Terranella, secretarytreasurer, and Roland Cazes, sales manager, all of whom are also vice-presidents.

The Henson company has a modern 25,000-square-foot printing plant at 4901 Woodall in West Trinity Industrial District. The firm does all sorts of printing, but specializes in advertising printing, company magazines, annual reports and labels. Some 35 people are employed at the plant and they have a pension and

trust plan.

Lloyd is proud of the modern equipment in his plant, and if you give him half a chance he will talk for a couple of hours on his automatic binder and color presses.

He naturally is intensely interested in the quality of his company's product, and the growth of the company, but he is also interested in the advancement of the industry in general, as you can tell by a list of his clubs and associations.

Lloyd is a director of the Dallas Graphic Arts Association, Dallas Advertising League, Southwest School of Printing, and a member of the Dallas-Fort Worth Art Directors and Association of Industrial Advertisers.

Civic organizations he takes an active part in include Dallas County Community Chest and the Wholesalers and Manufacturers Association, the Dallas Chamber of Commerce, both of which he serves as a director; the Dallas Sales Executives Club and the Texas and National Manufacturers Association.

A native of Petrolia, Texas, he came to Dallas at the age of three. After high school, he worked in the Dallas Morning News' service department for a year. At the age of 17 he joined the Navy and served 3½ years, mostly on an aircraft carrier in the South Pacific during World War II.

He and his wife, Nancy, have two daughters, Cathy, 11, and Carol Ann, 6.

Considering his business and the time he devotes to various organizations, it is surprising he finds time to play golf—"I have the equipment and the desire to play, but no talent," he smiled.



Dial

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### IN NEW MEXICO

WESTERN SKIES HOTEL at Albuquerque

John B. Mills Chairman of the Board Cecil Mills, President Mercantile Securities Building, Dallas

# ANNIVERSARIES



Frank, right, Laurence Melton, left and Mack Haney, center, check out a production problem with veteran plant supervisors: seated, left, Claude Doughty, co-foreman, original employee; Joe Wofford, bindery superintendent, who joined firm in 1948; Franklin Parham, co-foreman, with firm since 1944; and Mrs. Maureen McLeod, original employee. Melton Printing opened in 1936 with only three employees.

# Melton Printing Company Grows from Mid-Depression 'Shop' To Modern Industrial Printing Giant in Twenty-Five Years

In the middle of the "mid-depression" year of 1936 Laurence Melton, a former advertising manager of the Dallas Dispatch and his brother Frank Melton, a former automobile dealer, opened the Melton Printing Co. in a 13 by 80 foot shop in the Terry Block at 1614 Pacific. The plant boasted three employees an 8 by 10 "snapper," and a somewhat used Chandler & Price Press.

This year the Melton Brothers are observing their twenty-fifth anniversary in the Printing business in a completely airconditioned, modern, high efficiency plant at 2930 Commerce. Their equipment now includes some 21 presses including high-speed, multi-color equipment. Their company-owned plant encompasses 20,740 square feet adjacent to a 7200 square foot parking lot. The plant now averages 30 employees throughout the year.

Meeting customer deadlines and quality work are factors cited by Laurence Melton in the growth pattern of the firm. Also a former president of the Dallas Advertising League, Laurence Melton's experience in the printing business goes back almost 40 years to the old Press Publishing Company in Fort Worth.

The firm moved from their original location to 411 Olive Street in 1944 where they occupied 3000 square feet. They outgrew that location and moved to their present plant in 1951.

**Trinity Insurance Observes Birth- day.** Trinity Universal Insurance Company of Dallas has celebrated its 35th anniversary.

It was on January 26, 1926 that the company, founded by the late Edward T. Harrison of Dallas, received its charter and license from the State of Texas. Beginning with 13 employees, Trinity's staff has grown to more than 600, about 365 of these in Dallas.

Today the company is licensed in 31 states and the District of Columbia, and offices are maintained in 34 cities across the country. Some 3,000 independent agents represent Trinity from coast to coast.

Today, Trinity Universal has assets of \$53,774,849 in contrast to its 1926 assets of \$1,860,000. In 1926, the firm's premium income was \$457,000. Net premiums written during 1960 were in excess of \$30 million.

Trinity Universal's major lines include fire and windstorm, workmen's compensation, liability, inland marine, plate glass, burglary and fidelity and surety bonds.

The firm has been in its present Trinity Universal Building since 1945.

Gordon S. Yeargan, who has been with Trinity since its organization, is president of the company.





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# BOOKS FOR BUSINESSMEN

The Ides of April loom ominously on the horizon. Yep, that agonizing chore—the income tax return. Two proven guides for hurdling the obstacle are the everpopular Your Income Tax (by J. K. Lasser) and the federally sanctioned Your Federal Income Tax, 1961: For Individuals (by U. S. Treasury Department). Contents? Exemptions, deductions, tax savers, expense accounts, investments, you name it.

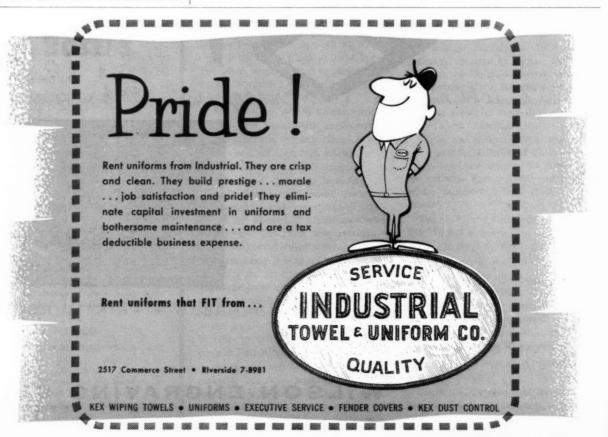
Something more specific? Try the Treasury Department's Tax Guide for Small Business, K. G. Miller's Oil and Gas Federal Income Taxation, B. I. Bittker's Federal Income Taxation of Corporations and Shareholders, A. Hertzberg's Saving Taxes through Capital Gains, H. H. Macaulay's Fringe Benefits and their Federal Tax Treatment, or A. B. Willis' Handbook of Partnership Taxation. Reliable, clear, pain relieving.

Long felt need for a standard reference work on purchasing policies, practices, procedures, contracts and forms has finally materialized in the *Purchasing Handbook*. The highly condensed, up to date, and



Workey

fully reliable material is power-packed into 1388 sleek pages, making the \$15 price a steal. Editor George Aljian, former prexy of National Association of Purchasing Agents, has ably organized the offerings of the 200 plus specialist con-



### Books for Business Men-

tributors. A must for the professional buyer.

A vertiable jewel is *Understanding Put* and Call Options. Herbert Filer, head of Filer, Schmidt & Co., zips through the intricacies of reducing risk in stock market operations. His arguments may not convince, but fact he conducts largest stock option business in the country certainly garners respect. Of interest to brokers, novices, manipulators, budding tycoons.

Shades of Freud! Even the packing house workers aren't safe from psychoanalysis. Snooper Theodore Purcell reveals attitudes and behavior of meat packers in *Blue Collar Man*. By relating Swift & Co. operations in three cities with three national unions, little known patterns of dual allegiance in industry are laid bare. Unfortunately, interview method for presenting case histories makes for dryness. Needs more than one sitting to finish.

Tabloid artists, ad men and retailers will find *Profitable Newspaper Advertising* a natural. From layout and copy to planning for retailers, ins and outs of the biz are briskly reeled off. Entertaining too.

Double-barrelled pick of the month for management: Employee Discipline and Supervision of Personnel. Former, by Laurence Stessin, tackles the labor relations problem from the "no discipline imposed without just cause" angle. Treacherous? How well you know. And Stessin gives a mighty convincing and practical formula for shooting the rapids. Latter, by the renowned John M. Pfiffner, adopts a "why" rather than "how" approach. Assumptions are rather academically based on social science research and gleanings from management literature. Hence, taken together, we have the realistic versus the theoretical view. Neither are a bible, but both provide revealing insights for fence straddling.

Mastery of the gentle art of telephone conversation is marketing's latest panacea for swinging sales. Sterling choice for indoctrination is W. A. Garrett's brisk and engrossing *Phonemanship*. Clues in on how to increase sales, cut costs, expand markets. Pick up on this quick. Competition already has.



Currently making the rounds is a probing, comprehensive review of our state's consumer finance industry: The Small-Loan Industry in Texas. Sire is D. A. Tyree, St. Louis University finance professor. Book's innards are basically statistical characteristics, regulatory laws, and management principles. Author says Texas has no adequate small loan law and is perhaps a "loan-shark paradise," yet the industry does service the credit needs of the "little man" — no mean segment of the population. Tyree's whys and wherefores are ingenious but far too stilted for pleasure reading.

The wait is over. How to increase a store's profits by reducing theft losses at long last has been treated thoroughly in Modern Retail Security. This question of private law enforcement by business has been the torment of capitalists since the year one. And S. J. Curtis proves the man of the hour by prescribing workable (and practical) remedies for such headaches as shop lifting, petty theft, and the "seeno-evil" employee. His engrossing do's and don'ts fill a fat 1100 pages, and eye relief is considerably provided by a bountiful helping of humorous sketches. A rare invaluable commercial classic. Rates first priority with the retailer's reference shelf.

Special subject books in selling continue to pour off the presses. A superlative for instance is D. D. Seltz' Sales Contests and incentive Programs. This tasty tome offers "842 projects that earned millions of dollars in increased profits and turnover." Essentially a sales manager's guide to raising staff production, yet infinitely useful to administrators for providing fresh insights into the sticky personnel morale question. Anyone for more staff output?

Another special subject book currently catching fire is *How to Make More Money by Specialty Selling*. Seems every small businessman nowadays has a sideline to



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### **Books for Business Men-**



help make ends meet; this implicit guide tells how to sell him his stock. William Rados' consultant background guarantees reliability while his easygoing, breezy style allows rapid scanning. In all, a unique six step formula in an area constantly demanding the new approach.

Current Dallas first choices of popular business works are C. N. Parkinson's The Law and hie Profits, H. N. Vogel's The Co-op Apartment, and William Nickerson's How I Turned \$1,000 into a Million in Real Estate — in my spare time.

Parkinson's Second Law is expenditure rises to meet income. Complaint is our excessive taxation based on belief that the more money a government receives, the better will be its services. Solution is a joy to pursue.

Vogel's brief treatise brilliantly analyzes the most significant housing development of the Fifties—the co-op apartment. Definition, types, value, ownership, legalities, financing, taxation, advantages and disadvantages, management—it's all here. Something the businessman, broker and banker should know about, even as nonparticipants.

Nickerson's how-to-do-it has been ringing the cash drawer for a year now and the end is still distant. Queries as to its reliability have rewarded us with naught but tight lips and knowing smiles. Indicative of cool and shrewd?... or misery wants company?

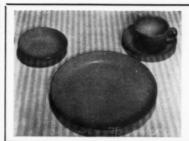
### **Books for Business Men-**

Challenger for fastest-fall-from-thebest-seller-list record? Nicholas Darvas' How I Made \$2,000,000 in the Stock Market. New York State Attorney Gencral Louis Lefkowitz charged fraud on basis only \$216,000 was reaped. Yet, his court order for investigation was thrown out as free press invasion. Now Darvas is suing for libel in Paris, his current home. One striking result is fact book's sales are lead due to "trial by publicity."

The Demand for Durable Goods is a series of studies done under the auspices of the Research Group in Public Finance the University of Chicago. Edited by arnold C. Harberger, the work presents picture of the demand for non-farm housing, household refrigeration, automobiles, farm tractors, and corporate lant and equipment. An attempt to estimate the sensitivity of demand to relative prices, level of income, and interest rates. For the statistically minded.

# by Farris Martin

Head, Science and Industry Department Dallas Public Library Art by Emma Jean Worley



Free... with new savings accounts and additions of \$25 or more — place settings of China.

- ★ Money Earns 4% per annum
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Call or write us to open your savings by mail!

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A distinctive installation of Hoosier Office Desks in the First National Bank in Dallas

# Vance K. Miller Company

1916 Main Street

Complete Lines of Office Furniture and Office Supplies

Keitz and Herndon, Inc., cognizant of their responsibility in the expanding economy of Dallas, take pride in their contribution to the growth of the film industry.

More and more organizations across the country are finding in Dallas the ideas, talent, facilities and salesmanship necessary for more effective film production.



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# FINE PRINTING

# BIG "D"

As Dallas has grown, the printing industry here has kept pace. Time was when a printing buyer considered it necessary to send a job, other than run-of-the-mill, to a shop in the north or east to get top quality. That condition has definitely changed. Dallas has a number of quality-producing print shops. But what about

# Quality ...in Quantity

A buyer might say "Yes, now I can get a quality multi-color job in Dallas — but not if the piece is too large in size or quantity." He's wrong. He can



Recognized as the most complete graphic arts center in the Southwest, American has the equipment, the personnel—every facility including bindery—to produce full-color jobs, with an image up to 42" x 58"... and in quantity!

Call American — Riverside 1-1838 — and you'll be given case histories and shown samples to convince you that in American Big "D" has a convenient and dependable source for quality printing — in quantity.

Of course you get the same fine quality



# NEW AND EXPANDING BUSINESS



# Lone Star Boat Opens New Headquarters Plant

Lone Star Boat Company has occupied this new \$2,000,000 main headquarters plant at Plano. On a 40-acre site just north of Dallas, the new buildings will cover over 340,000 square feet and contain manufacturing facilities, warehouse and offices. Featuring the latest design, production and shipping facilities in the boating industry, it is the largest plant of its kind in the world. The plant opened in March.

▶ A Center offering builders a complete line\_of\_aluminum windows has been opened at 1500 South Central Expressway by Reynolds Metals Company. The warehouse stock will include a full line of aluminum windows: single and double hung, casement, sliding, picture and window walls, in all sizes with matching screens.

▶ Bache & Co., nationwide brokerage firm, has opened new and enlarged offices on the ground floor of the Mercantile Continental Building. James K. Dodson has been appointed manager of the new Dallas office. Besides Dallas, Bache & Co. has additional offices in Texas in Houston, Fort Worth, San Antonio and Corpus Christi

▶ Strickland Transportation Company has announced plans to double the size of present dock facilities at Dallas. The new addition will be 200 feet long by 80 feet wide, and the older part of the dock. which is presently 200 feet by 60 feet, will be widened to a width of 80 feet, giving a new over-all freight handling dock of 400 feet by 80 feet. In addition, the company is installing a tow-line which will work automatically, moving freight around the dock to facilitate handling of small shipments from line-haul trailers into city equpiment.

J. W. Jones and J. DuVal West, partners since 1947 in the Jones-West Mortgage Company, have announced formation of separate new mortgage lending firms. Mr. Jones becomes president of the Jones-Cox Mortgage Corporation, with offices on the mezzanine floor of the Rio Grand National Building. Mr. West becomes president of the J. DuVal West Mortgage Company, with offices at 1202 Rio Grande National Building. Both firms will handle all types of real estate loans, as had the predecessor company.



One of the Items Offered for New Savings Accounts. Your Money Earns 4%.

EACH PERSON'S ACCOUNT INSURED TO \$10,000

American Savinge

# A COOL MILLION!

Over a MILLION DOLLARS paid for new electronic life insurance business system. GENERAL ELECTRIC AIR CONDITIONING keeps the expensive equipment CORRECTLY COOLED for efficient working perfection.

SOUTHWESTERN LIFE INSURANCE COMPANY INSTALLS MOST ADVANCED ELECTRONIC LIFE INSURANCE BUSINESS SYSTEM IN SOUTHWEST.

More than 30,000 transistors are used in Southwestern Life's IBM 7070-1401
Electronic Business System, which will review each day some 400,000 Southwestern
Life insurance policies. The highly developed system, which means considerable operational economy and better service to Southwestern Life policy owners, for example will add or subtract numbers at about 17,000 per second. Among other things it can also make 940 multiplications, 340 divisions or 27,700 logical operations per second.

To Provide Exacting Perfection
In Temperature Control For
Southwestern Life's
"7070-1401" Installation,
TEXAS DISTRIBUTORS Has Installed
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# AIR CONDITIONING

TEXAS DISTRIBUTORS' engineering know-how plus DEPENDABLE GENERAL ELECTRIC AIR CONDITIONING combine to give you the FINEST, TOP QUALITY air conditioning in the industry. Get the facts about why GENERAL ELECTRIC Air Conditioning is best for you. Call TEXAS DISTRIBUTORS, INC. NOW!



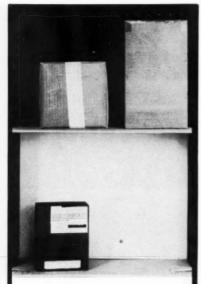
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# one of these products could have been sold. does it belong to vou?

Two of the products above are gathering dust because they don't fill a real consumer need. They'll be discontinued. The other well, it's gathering dust because it missed a complete market. It's a good product. It won't be discontinued, but it won't realize full potential and complete market share until it is advertised on KNOK. Negroes make up a large portion of this market. When it comes to media, they have very definite likes. KNOK programs exclusively, to their wants, needs, and desires. It is their station, their media it provides them complete identification. They listen, trust KNOK ad messages, and respond. Want our complete list of local and national advertisers? A telephone call will bring you complete information.

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### New and Expanding Business-



### Southland Battery To Open New Facility

This new city sales office and warehouse is being constructed for Southland Battery Company at 2747 Irving Boulevard. The main office structure of the new building — of black brick with yellow lettering — in unique in construction in that it follows very closely the design of a Southland battery. The replica is believed largest built.

Dallas Variety Club is now in new quarters at 2016 Commerce Street. The move from the former club location in the Adolphus Hotel was the first since the worldwide show-business organization was formed in Dallas more than a quarter century ago. The club's new facilities occupy several rooms of the Town and Country Restaurant. The longtime Variety Club staff was retained in the new quarters to assist the newly-appointed manager, Tex DeLacy.

▶ Houseman & Company is the new name of an insurance-surety bond firm that for over forty years has been operating under the name of Cochran & Houseman. The agency, which was founded by the late Granville M. Cochran and D. H. Houseman, is now being operated by D. H. Houseman and his son, Don M. Houseman. The new name does not mean any change in personnel or ownership.

▶ Radio Station KCPA-FM started commercial broadcasting on February fourth. Owned and operated by Merchants Broadcasting System of Dallas, Inc., the station will broadcast quality music and news 18 hours per day from 6:00 A.M. to midnight. Studios and offices are at 4024 Villanova Drive, Dallas; tower and transmitter are located at 4600 West Davis Street. The officers are Charles E. Ames, president; Joseph E. Chiovarou and Ellis D. Ames, vice-presidents; Peggy J. Ames, secretary and treasurer; and Monte Knutson, program director.

▶ Bristol-Myers Products Division has made Dallas its western regional sales headquarters with the promotion of Burton Riordan to western region sales manager. The regional office, at 4308 North Central Expressway, will direct four divisional sales offices of Bristol-Myers: Midwestern (Chicago); West Central (Kansas City, Missouri); Western (Los Angeles); and Southwestern, also in Dallas. The divisional office is at 2006 Bryan Street, Dallas, with Duane Anderson as new sales manager.

▶ Brooklawn Village, a new shopping center to serve southwestern Oak Cliff, will be located on the northwest corner of South Hampton Road and Keist Boulevard. There will be a total of 30,000 square feet of floor space under roof in Brooklawn Village, with paved off-street parking space for approximately 200 cars. Tarpley Construction Company is the general contractor. George Klein of the Henry S. Miller Company, Realtors, manager of Brooklawn Village, handled lease negotiations.

▶ Guillot Mortgage Company and the M. H. Guillot Insurance Agency have been purchased by John E. Driscoll, Jr., appraiser and manager for the two firms. Mr. Driscoll was associated with Mr. Guillot for fifteen years before taking over the company. He is a senior member of the Society of Residential Appraisers and a member of the American Institute of Real Estate Appraisers. He also is currently president of the Dallas Mortgage Bankers Association.

### New and Expanding Business-

Southwestern Life Insurance Company of Dallas has contracted to buy substantially all of the capital stock of the Atlantic Life Insurance Company of Richmond, Virginia, from Life Companies, Inc., also of Richmond. The \$29,000,000 purchase is subject to approval of the stockholders of Life Companies and the insurance commissioners of Texas and Virginia. As a result of the acquisition, Southwestern Life would have a conjuguous territory of operations stretching from coast to coast.

Oxford Motor Company has formally pened at 808 North Harwood Street as Rolls-Royce, Bentley and Jaguar motor ar dealers. The new auto dealership is neaded by O. B. Stephens, Jr., president. The announcement of the appointment of the new Rolls and Bentley dealership was made jointly by Rolls-Royce, Inc., of New York and Overseas Motor Corporation, Fort Worth distributor.

Chance Vought Receives Drone Contract. Chance Vought has received a \$3,260,000 contract to produce additional KD2U-1 supersonic drones for Navy and Air Force use, continuing the conversion of Regulus II-type missiles begun more than a year ago.

The 57-foot target drones are equipped with landing gear and are recovered after a mission and reused, with consequent savings to the taxpayer.

The new contract calls for Chance Vought to convert tactical versions of the Regulus II into KD2U-1 target drones by installing the landing gear and making other internal changes. In addition, it will complete the last two flight test versions of Regulus II.

Braniff Takes Delivery of New Jetliner. The first of a new generation of jetliners, the Boeing 720-027, has been delivered to Braniff International Airways.

Captain George Cheetham, director of flight for Braniff, was at the controls as the big plane pulled up to the Braniff Operations and Maintenance Base at Dallas Love Field after the flight from the Boeing factory at Renton, Washington.

Braniff purchased three of the new intermediate range 720 jetliners in a \$15,500,000 equipment, support function and training program. Others are scheduled for delivery in April and August of this year. A fourth is under option.



# FIND THE KEY MAN IN YOUR BUSINESS



# AND ASK, YOURSELE "WHAT HAPPENS IF HE DIES TOMORROW?"

Ellis-Smith "Key Man" and "Partnership" Life Insurance Has the Answer!

He's only one man of many in your organization...but his store of knowledge and experience is invaluable to you now. Will it be completely lost when he dies? Ellis-Smith has new Life Insurance programs designed to pay you cash in event of his death — to help you with the expense of training his replacement. In the case of a partnership, Life Insurance pays the surviving partner to help purchase the partnership interest from the estate of the deceased. Call your Ellis-Smith Life Insurance man today for more information!

Porter Ellis Willard Crotty Jimmy Powers Ellis Smith & Co.

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### **New and Expanding Business**



# Otis Engineering Breaks Ground on New Building

Otis Engineering Corporation has broken ground on a new two-story general office building to be constructed at Belt Line and Webbs Chapel Road in Carrollton. The exterior will be finished with white slab marble and tan face-brick with gray plate glass windows trimmed in aluminum. The new facility will more than double the size of the company's present quarters. Collins, Dryden and Associates, Architects, designed the new building which is scheduled for completion in early 1962.

▶ The Electronics Division of Chance Vought Corporation has formed four major operating branches to increase the flow of principal product lines. They are: Automatic Controls, with J. H. Boucher, branch manager; Electronic Systems, headed by G. T. Litton; Radiation Systems, and Guidance Systems, in the charge of E. M. Humphries. Branch manager for Radiation Systems has not been named. Assisting all four branches in their assignments will be J. R. Campbell, chief scientist for the division.

4

▶ Texas Scientific Associates, a team of engineering and physical science consul-

tants, is the newest addition to the southwest's technological industry. Principals in the firm include Drs. William J. Graff, Harold A. Blum, and Jack P. Holman. Staff members are David C. Pfieffer, Jesse C. Denton, and Edmond E. Weynand. Offices are located at 5609 Yale Boulevard. Dallas.

\*

▶ Mar-San Inc., a school for personal development, has opened at 3505 Turtle Creek. Directed by Miss Maris K. Murphy, the school will offer courses in grooming, memory development, speech writing, parliamentary procedure and modeling.

**Business Forms Specialists** 

CARBON INTERLEAVED SNAPAPART FORMS

INVOICES

PURCHASE ORDERS

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. BILLS OF LADING

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ROGERSNA P

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DALLAS 7, TEXAS

## New and Expanding Business-



# Frank G. Love Envelopes, Inc., in New Quarters

Love Envelopes Company, Dallas manufacturer of quality envelopes, has moved into its new plant at 2040 Farrington. The plant is already in production, with new equipment designed to substantially increase production capacity on all envelope types.

▶ Hughes-Peters Ford Sales, Inc., has opened at 2108 Cedar Springs, formerly occupied by Hemphill Ford Company. The company will provide factory authorized sales, service and parts for the complete Ford line. The firm will also maintain used car operations at 2108 Cedar Springs and Mockingbird Lane at North Central Expressway.

\*

Al Allnut and Fred McLendon have purchased the entire assets of the Ins-Bank organization and are changing the name to Allnutt & McClendon. The purchase price was reported to have been around \$40,000. Both men were senior partners of Ins-Bank Associates, a specialty personnel firm serving financial and insurance groups. All Ins-Bank employees are being retained and top management is virtually unchanged. Allnutt & McClendon will serve selected clients in the elec-

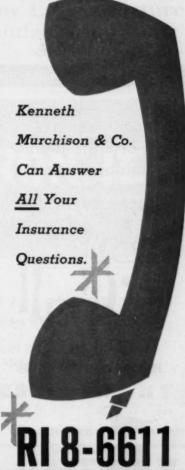
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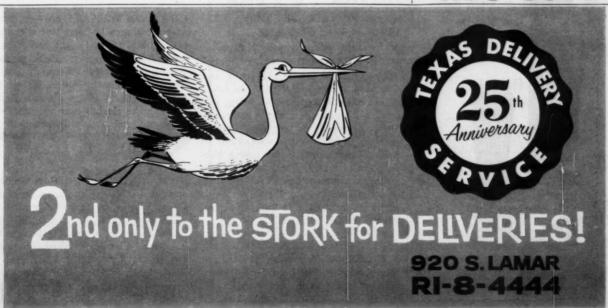
tronics, petroleum, insurance, banking, manufacturing, wholesale-retail fields.

Newspaper Enterprises, Inc., has an-

Newspaper Enterprises, Inc., has announced a new location, 1300 North Industrial Boulevard. The company was formed specifically for the printing of news circulars and small newspapers operating in the Dallas County area. This is the first firm of its kind to establish in Dallas. Newspaper Enterprises has purchased an offset press and will deal exclusively in offset newspaper printing. John N. Patton, Jr., is General Manager. Other principal officers of the company include Ray Zauber, Manuel DeBusk, Gordon McLendon, Dean Stanley, James Smith, Lloyd Shelby, Dr. John B. Chester and Harry Gage. The company has occupied its new quarters and will begin operations April 1. Sanders H. Campbell of Campbell & Campbell, Realtors, handled the lease negotiations.







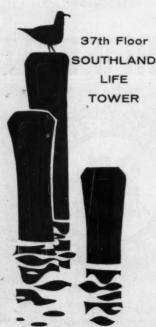
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### RESTAURANTS



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# APPOINTMENTS AND PROMOTIONS



DUNLAP

HARGRAVE

JOHN B. DUNLAP, vice-president in charge of the service and planning division, and RODNEY D. HARGRAVE, vice-president and loan officer, have been promoted to senior vice-presidents of the First National Bank in Dallas. Mr. Dunlap is a native of Dallas and a graduate of Southern Methodist University. A former United States Commissioner of Internal Revenue, he had 20 years' experience in Government service before entering the banking field. He came to the First in Dallas as a vice-president in 1954. Mr. Hargrave joined Dallas National at the age of 17 and advanced to vice-president and loan officer in 1947. Like Mr. Dunlap, he came to First National when it merged with Dallas National in 1954.

Z. P. (BUDDY) KING has been appointed agency director for Reliance Life and Accident Insurance Company of America. DELBERT DAVISON, head of the investment firm of D. Davison and Company, has been elected to the board of directors of Reliance. Mr. King will make his headquarters in the company's Dallas home office and will develop agencies throughout the state. Prior to joining Reliance Life, he was agency vicepresident of a Little Rock, Arkansas, life insurance company. Mr. Davison, former owner of the Gillette Freight Lines, is active in banking and other financial circles.

E. B. GERMANY, president of Lone Star Steel Company, has been elected chairman of the board, and JAMES W. ASTON, president of Republic National Bank, has been named a director of Lone Star Steel. Mr. Germany also will retain his position as president. In other actions taken by the Lone Star board, MAX R. DODSON, formerly vice-president-controller, was elected vice-president, finance and controller. He is also assistant treasurer.

BERNIE KLEIN, a veteran of more than 20 years with Cadillac service in the southwest, has been appointed service sales manager for Lone Star Cadillac Company of Dallas. Mr. Klein, a native of Dallas, has been makeready foreman and service salesman at Lone Star and service manager for another Dallas Cadillac dealer.

JANE M. WATKINS has been promoted to vice-president of W. H. Cothrum and Company. Mrs. Watkins, a certified public accountant, has been associated with the firm since 1953, when she became chief accountant. She holds a BBA degree from Southern Methodist University, and is an active member of the Texas Society of Certified Public Accountants.

BILL PHILCOX has been appointed sales manager of Oak Cliff Baking Company. Mr. Philcox, who began his baking career in 1949, was formerly associated with a large baking company, serving as salesman, supervisor and then sales manager.

CHARLES D. MATHEWS as been named vice-president and general counsel for Red Ball Motor Freight, Inc. A graduate of The University of Texas Law School, Mr. Mathews formerly was a senior partner in the Austin, Texas, law firm of Clark, Mathews, Thomas, Harris and Denius. He has been prominent in the civic, legal, and business activity of Central Texas for many years.

RICHARD D. McLAUGHLIN has been appointed Dallas regional manager of the Dodge Division of Chrysler Corporation. Prior to this post, Mr. McLaughlin was regional manager in Atlanta, Georgia. He has served Chrysler as district manager, Dodge assistant regional manager in Philadelphia, and Dodge promotions programming manager in the general sales office.

## **Appointments and Promotions**—

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D. C. ARNOLD has been appointed vice-president-sales for the Alpha Corporation, systems management subsidiary of Collins Radio Company. Mr. Arnold, who holds a bachelor's degree in electrical engineering from Iowa State College, has been associated with Collins Radio since 1948. In 1959, at the time of the organization of the Alpha Corporation, he was named a vice-president of the new firm, and until now has headed the Fleet Communications Division.

WILLIAM I. HEROD has been named director of public relations for National Data Processing Corporation, Dallas manufacturer of bank automation and optical scanning equipment. LOUIS D. PIANA has joined National Data as assistant to the chairman of the board. A business administration graduate of The University of Texas, Mr. Herod was manager of advertising for Mid-Continent Supply Company prior to his association with National Data Processing. Mr. Piana, a graduate of the Montana School of Mines, previously was president and director of Amphibious Boats, Inc., Denton. Texas.



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ALL-ELECTRIC HEAT PUMP

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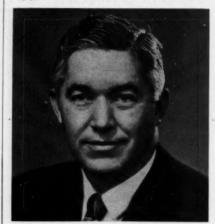
EATHERBY AIR CONDITIONING CO.

LA 8-1735





### **Appointments and Promotions-**



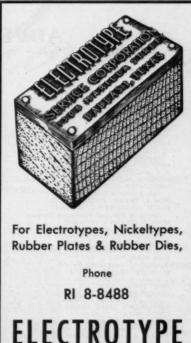
CLARENCE O. GARDNER, JR., has been appointed head of the new life insurance company being formed by Texas Employers' Insurance Association, Employers Casualty Company and Employers National Insurance Company. Mr. Gardner has served the companies for the past two months as a life insurance consultant. Prior to this post he was president of the Western Fidelity Life Insurance Company, Fort Worth.

RICHARD A. FLUME has been promoted to the post of chief engineer for Braniff International Airways, and V. F. FAIRCHILD has been advanced to manager of ground operations for the airline's entire domestic and international system. Mr. Flume, a 15-year veteran with Braniff, has been manager of West Coast engineering since 1954. In his new post he also will be a member, with six other top department heads, of the maintenance advisory council. Mr. Fairchild has been with Braniff for 20 years. In other company changes, K. B. LOEFFLER, station manager at Braniff's international gateway in Miami for the past nine years and another 20-year veteran, will come to the company's headquarters in Dallas as regional manager in charge of ground operations in the Latin American division.

JAMES P. CLARKE has been named manager of the collection service division of Merchants Retail Credit Association. He assumed his duties on March 13 after having been credit manager of A. Harris and Company since 1957. A native of Fort Worth and a graduate of Texas A & M, Mr. Clarke is a director at large of the Retail Credit Executives of Texas and second vice president of the Dallas Retail Credit Manager's Association.

# APPOINTMENTS AND PROMOTIONS

Name	Company	Position
Charles W. Boland	KVIL Radio	Commercial Manager
Max Boydston	Hunsaker Trucking Contractor	Sales Engineer
Bruce Capper	Sessions Discount Center	Assistant Director, Fine Jewelry
N. Page Johnson	Eppler, Guerin & Turner	Assistant Vice President
Grady Miller	Morey & Burns	Business Manager
Jay E. Minton, Jr.	Commercial Printing & Letter Service	Sales Representative
Thomas P. McGugan	Sessions Discount Center	Director, Fine Jewelry
Jay G. McKie	Texas Instruments	Manager, Marketing Techniques
Till A. Petrocchi	Eppler, Guerin & Turner	Assistant Vice President
Heinz Simon	Statler Hilton	Banquet Manager
Robert J. TenEyck	Statler Hilton	Assistant Banquet Manager



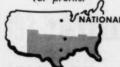
# **ELECTROTYPE**

SERVICE CORPORATION 1306 MARILLA STREET DALLAS, TEXAS



# **LEADING SPECIALISTS** of fine roll papers for the Rotary Printing Industry

We continue to grow because we have aided our customers in reducing inventory costs through SERVICE, QUALITY and DEPENDABILITY! The opening of our new Kansas City facility is evidence of our growth, enabling us to help even more customers in their search for profits!



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GENERAL PAPER CORPORATION





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1872 Sanger Bros.
In Texas
Opened Dallas Store in 1872

1869 The Schoellkopf Company

Manufacturers and Wholesale Distributors

1872 Dallas Transit Company City Bus Transportation

1875 First National Bank in Dallas

1878 National Bank of Commerce

1884 The Dorsey
Company
Printers — Lithographers
Stationers — Office Furniture

1889 J. W. Lindsley & Company Real Estate and Insurance

1890 William S. Henson, Inc. Advertising Printing

1893 Fleming & Sons, Inc.

Manufacturers — Pape and Paper Products

Sparkman-Brand Inc. Morticians
Originally, Loudermilk,
Broussard and Miller

1897 Anderson
Furniture Co.
Pollar' Oldest Furniture Store



SHOWN in the above 1905 photograph is Sidney J. Rubenstein at the age of seven with bookkeeper Dick Powell, in the office of his father A. Rubenstein, a produce and commission merchant at 124 Patterson. The February Issue of SEAFOOD MERCHANDISING features the firm of Rubenstein & Sons in a multipage article captioned: "From Barter to Big Time in Big D." This recounts the story of the Rubenstein growth from days in the past century when A. Rubenstein traded via horse and wagon with rural housewives in the Dallas Area for eggs and produce. Today, Rubenstein & Sons Inc. with Sidney J. Rubenstein as president and his son Marvin D. Rubenstein, vice-president; Stanley Z. Rubenstein, plant director; Everett M. Rosenberg, national sales manager and Ralph Granberry, production manager; head up one of the major sea food packers of the nation. Rubenstein "Gulf Princess" Shrimp are sold nationwide. The firm has large operations in Mexico and extensive plant connections on the Texas Gulf Coast. The recently remodeled Rubenstein plant at 1111 Hall Street, is one of the show places of the industry. The Rubenstein Organization today includes more than 375 employees and is recognized as one of the outstanding firms of the Frozen Food Industry.

# **Business Confidence Built on Years of Service**

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1896 Briggs-Weaver Machinery Co. Industrial Machinery and Supplies

1902 Cullum & Boren

Red Fox Athletic Uniforms Wholesale and Retail Sporting Goods

Praetorian Mutual Life Ins. Co.

1903 Smith's Detective Agency

Burglar Alarm, Fire Alarm Radio Patrol Service

INAP Rubenstein &

Sons, Inc.

Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rite Shelled Pecans

1907 A. C. Horn & Company Commercial and Structural Short Metal

1907 Smith-Perry Electric Co. Wholesale Electric Supplies

1908 Pure Ice & Cold Storage Co.

1911 W. W. Overton & Co.

1914 Texas Employers Insurance Ass'n.

Workmen's Compensation Insurance

Dallas County
Physicians &
Nurses Registry

# HOW A MODERN GALLERY USES LIGHT AS A WORK OF ART...



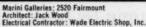
Beauty is the keynote of this modern gallery and light helps set the theme. Here, floodlighting on the building's name and spot lighting across the face of the building give a clear, soft well-lighted effect.. yet it is so carefully controlled the building appears as a frame for the beautifully lighted display windows.



Interior recessed lighting is artfully designed so that it doesn't call attention to itself, but rather puts the emphasis on the art objects and decor. Soft overhead lighting gives added beauty and safety to the spiral staircase leading to the studio's second floor.



Light makes a "showcase of beauty" for lovely figurines, crystal and other art wares. Fluorescent tubes under frosted glass diffuse a soft underneath light . . concealed lighting bathes the entire display area for a uniform lighting effect.

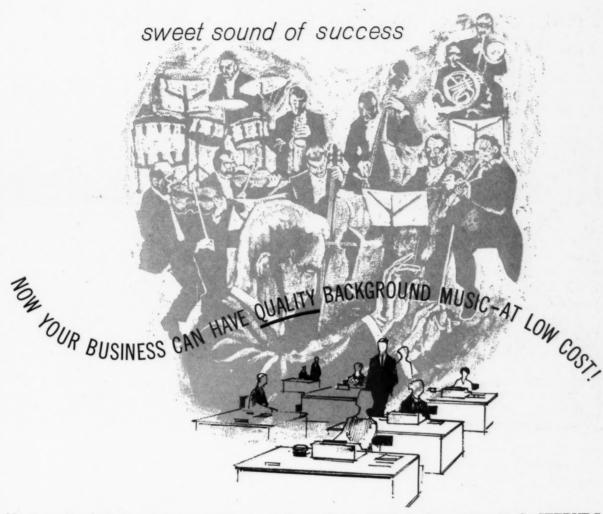




This photograph shows how light can be used outdoors to make gardens and landscaping come alive at night. Here again spot and floodlighting pick out the focal points of interest and show them off to their best advantage.

Practical, economical ways to use light as an effective selling tool are yours for the asking. Talk to one of our lighting engineers—just call RI 7-4011, ask for Commercial Service Division.

# DALLAS POWER & LIGHT COMPANY



New recording techniques have resulted in the first major innovation in background music: the SEEBURG "1000". This tiny, transistorized unit supplies the finest high fidelity ever offered in a background music system—and the cost is competitive with all other systems.

Business surveys prove good background music boosts employee efficiency; the same number of people produce more. Never too loud, never too soft, this beautiful background music is heard and appreciated, but never "listened to". And only Seeburg offers music tailored to your particular business. Your employees hear the right music to work by. A two-week demonstration will leave no doubt.



# call or write today for your two weeks free trial of the Seeburg '1000' S. H. LYNCH COMPANY, INC.

2900 GASTON AVENUE / P. O. BOX 3069

DALLAS 21, TEXAS / TAylor 4-0381

DEALER AND FRANCHISE DISTRIBUTOR SEEBURG BACKGROUND MUSIC SERVICE SYSTEMS

# Let a Mercantile Man Help You . . .

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